

Final

**Regional 1% Conservation
Program**

**2001 Residential Programs
Evaluation Report**

**Volume 2:
Back Up Reports and Data**

Soaker Hose Evaluation

Toilet Round-Up Evaluation

WashWise Evaluation

Submitted to

**SAVING WATER PARTNERSHIP
C/O Seattle Public Utilities
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Final Report Seattle Public Utilities and Wholesale Purveyors Soaker Hose Promotion 2001 Feedback From Nursery Partners

Introduction

This report summarizes feedback from the nurseries that partnered with Seattle Public Utilities and their Wholesale Purveyors in a soaker hose promotion and rebate program in May and June 2001. The program combined a \$5.00 rebate, provided by the utilities, and at least a 25% discount, provided by the participating nurseries, so that customers could realize substantial savings on the soaker hoses.

In addition, the utilities sponsored advertising and seminars with gardening experts to encourage customers to buy and install soaker hoses, and to take other outdoor water saving actions, during the promotion. The utilities also prepared a fact sheet to explain the correct installation of the hoses and two pamphlets to further support efficient watering practices – *Smart Watering* and *Growing Healthy Soil*.

The Soaker Hose Promotion fulfilled two major purposes:

1. It was part of a larger, long-term effort to increase the knowledge and ability of customers to take actions that will result in more efficient use of water outdoors. The soaker hose promotion was thus used as a “hook” to attract customers to pay attention to a variety of information efforts, including brochures on soil and watering choices, classes, and media stories and advertising.
2. The 2001 Soaker Hose Promotion helped address a drought alert facing the utilities from spring through most of the summer. It provided immediate relief both for customers looking for ways to water less, and for nurseries, looking for ways to attract customers to their stores in a time of potential drought.

Research Purposes and Methods

The purposes of gathering feedback from participating nurseries were to:

- Discuss the successes and challenges of the soaker hose promotion and partnership
- Gather advice for future partnerships with nurseries

Data were collected through two mechanisms:

- ✓ The utilities sponsored a 1 ½ hour focus group meeting that coincided with a landscaping exposition. Representatives of four participating nurseries attended, as well as a representative from the Washington State Nursery and Landscape Association (WSNLA). Utility

representatives, as well as the contractors that provided program support, also attended. A professional facilitator conducted this meeting according to a planned agenda (see Appendix A for a copy of this agenda).

- ✓ The focus group facilitator followed up with nurseries that were not able to attend the meeting. The facilitator conducted shorter telephone interviews, covering key questions, with six additional nursery representatives. Each interview lasted five to fifteen minutes. (See Appendix A for a copy of the interview guide.)

The data collected reliably represents the views of nurseries that took part in the Soaker Hose Promotion; nurseries provided rich and consistent feedback. Ten of the thirteen participating nurseries gave their insights, as well as the WSNLA representative. (Note: Of the three nurseries that were not represented, one nursery did not have a current working phone number; one contact for the program had left the nursery; and one contact could not be reached.)

Summary of Key Findings

Overall, nursery response to the Soaker Hose Promotion was very positive.

Key findings include:

- Nurseries feel they can, and do, play a critical and ongoing role in reliably educating customers about good gardening practices related to water use and to the benefit of the environment. They feel partnerships with utilities on outdoor watering are beneficial to both parties.
- While some nurseries noted that many customers have become more knowledgeable over time about watering and environmentally friendly gardening approaches, they stress there is still a considerable need to educate and reinforce attitudes and behaviors.
- Nurseries participated in the Soaker Hose Promotion because they feel they wanted to help their communities respond positively to the drought, to keep landscapes alive, and to go in the same direction as utilities,
- However, nurseries were not sure how strongly customers would respond to the promotion. They were also not sure how much the promotion would counteract customer concerns about planting and watering during the drought, which they felt had huge media attention.
- The benefits of participating in the Soaker Hose Promotion exceeded the expectations of most nurseries. Many sold more hoses than they could have imagined, made money, attracted new customers, and helped customers through the drought.
- Suggestions from nurseries for how to improve future utility-nursery partnerships included:
 - Plan during the slow late fall and early winter months – October through January – so that nurseries can be involved in program design and suggest improvements from their perspectives; can review and have input to promotional materials; and can get the best prices for hard goods from their suppliers.

- Provide the program information packet sooner, but keep the same type of program if possible, so that it's familiar to nurseries and to customers.
- Continue to promote soaker hoses in May and June.
- Continue advertising and promotion support from utilities, but make sure the level of the discount, and any other terms of the promotion, are specific and clear. For instance, although the ads said "up to 50% off," some customers remembered it was a flat 50% discount, and were upset if it were different (less or more!).
- Involve suppliers early on to ensure supply of the product.
- Continue to combine nursery discounts and utility rebates to provide a really good deal for customers.
- If possible, shorten or make easier rebate forms and administrative requirements.
- Explore with nurseries the most convenient and effective ways to integrate the distribution of informational materials with the promotion, given limited space and staff (and often long lines) at the nurseries. (Note: From the customer survey, about half or fewer of customers reported getting these materials.) Potential solutions might include in-store reminders (e.g., on point-of-purchase signs, on the rebate forms, or on the cash registers), and more visible or workable kiosks or information centers.

The following sections give more in-depth information about nursery response to specific questions asked during the focus groups and telephone interviews; it generally follows the order of questions in the focus group guide.

In-Depth Findings

General Water Efficiency Views

I. The Role of Nurseries and Water Efficiency

"Nurseries are in every community, seven days week. We're specialists in providing information and education about plants and soil."

- **What roles do you think nurseries can play to help customers use water more effectively and efficiently outdoors?**

Nurseries agreed that their most important role in helping customers use water effectively and efficiently outdoors is as providers of credible information and education. A great deal of their job satisfaction comes from working with customers to educate them about good gardening choices – choices that keep plants alive and healthy, and that do not imperil the environment. Some nurseries mentioned that they have seen positive changes toward more environmentally responsible gardening, including water use, plant choice, and chemicals.

They emphasized that:

- Customers have good access to nurseries throughout utility service territories.
- Customers come to them looking for gardening information at a time when they are most receptive to receiving it.
- Customers trust nurseries (the “green goods” industry) to provide reliable, integrated gardening help, while they may perceive utilities in a narrower “water focused” role; thus, nursery endorsement of, and education about, how to save water outdoors is crucial.
- Nurseries can be an effective messenger for water utilities; they routinely help – and like to help – customers learn about a variety of topics important to water use, including plant choice and location, soil, composting, mulching, and watering amount, timing, and methods.
- Nurseries have trained staff that can deal with the complexities of specific garden situations.
- The availability of water is important both to the health of nursery businesses and to water utilities; thus, this type of partnership makes sense.

Nurseries want to have partnerships with the water utilities. They would like utilities to tell customers, even in a time of drought, that it’s important to keep landscape alive for the ecology of our area, and that nurseries are an excellent source of information on how to efficiently keep their plants alive.

II. Nursery Challenges to Promoting Water Efficiency

“People have wonderful intentions, but watering is not at the top of their list because they’re busy.”

➤ What challenges do you face in promoting water efficiency?

While nurseries were enthusiastic about supporting water efficiency efforts, they did note some challenges, both with customers and within their organizations or industry. With customers, they noted:

- Customers often don’t understand or ask about the importance of watering until after they’ve killed plants. When buying a plant, they may not always want to listen to watering requirements and advice.
- Customer situations vary and are specific and complex, so it’s hard to give people perfect information
- Customers don’t have an easy way of knowing water requirements because plants aren’t labeled with water needs
- Customers, during the drought, were reluctant to spend money on larger plants. This presented a particular challenge to steer folks to the right plants and watering methods, such as deep watering. Thus, having a soaker hose promotion helped to provide an immediate, positive solution.

Nurseries also said they faced some challenges internally or within the green goods industry, including:

- They might not have the right watering equipment in stock to help customers be more water efficient
- Although most staff are well trained, some may not know as much as they should about topics related to water efficiency.
- All nurseries may not agree as to the best advice to give customers about watering efficiently.

Soaker Hose Promotion Views

III. Reasons to Participate

“It (the soaker hose promotion) was a “drought band aid. “It won’t heal the wound, but it will help a little.”

➤ **Why did nurseries participate in the soaker hose promotion? What were your goals?**

Nurseries had a variety of reasons to participate in the soaker hose promotion. In general, they felt it was important to be part of the community, to convey their concern about water and the environment, and to be responsive and positive during the drought alert.

They did, however, voice some concerns about media coverage that talked of “*drought, drought, drought*” with little emphasis on the importance of keeping landscape alive. They said many customers came in and said that they were not going to plant this year because they were getting such continual impact from the media. As one respondent put it: “Whenever they needed news, they stuck the governor in front of an empty reservoir. And people would say, ‘Oh my god. I’m not going to have enough.’”

Being able to offer soaker hoses at a bargain was part of solving panicky customer concerns about drought, along with suggesting drip irrigation, taking a screw driver and putting it into the root ball to test the soil before watering, and adjusting the automatic sprinkler system. The soaker hose promotion also “*made the connection between nurseries and utilities and said we were trying to go in the same direction.*”

Nurseries also said that sharing the financial commitment to the soaker hose promotion was very important to their participation. With utilities contributing financially to the effort through free advertising and the \$5.00 rebate, their risk was less, particularly since it wasn’t possible to predict what customer response would be. (“*Well, you first see our 25% discount and you say, well, there’s my profit. Or a portion of it. But [utility contributions] compensated a bit.*”)

Nurseries, when asked why they thought utilities sponsored the promotion, gave these reasons:

- Utilities want to save 1% per year for 10 years.
- It’s good public relations.

- It's good for the environment.
- It's good for the community.

When asked if utilities wanted to “keep landscapes alive” responses were mixed and revealed some skepticism. One respondent in the focus group said *“I don’t think they care about that,”* but others hoped that they did care and that they wanted to help customers manage their yards and mitigate the impact the drought might be having on nurseries. As the discussion progressed, most nurseries seemed to agree that 1% and nurseries are not opposites, that *“we can both get what we need.”* They wanted to work together with utilities, and felt that *“Conservation is a fine thing; nurseries can actually sell more products and be more profitable with conservation.”*

IV. Strengths and Benefits

“At first, it seemed terribly late in the game and I didn’t know how many to buy or how effective it would be. And to buy more than I thought I could sell and then be stuck with them . . .that scared me. There’s a very fine line on buying, and my mark-up is not all that much, and you guys wanted me to take 25% off of that. I had big concerns and questions.

But we felt that it could be a good thing, so we went with it. And it turned out to be a very good thing. It was awesome. Even with taking the cut, we sold more than we ever would have dreamed of selling. We got customers from farther than our usual base because of the advertising.”

- **Off the top of your head -- what were the major strengths and benefits of the soaker hose partnership? What were the major areas that needed improvement?**

The Soaker Hose Promotion was the first partnership between utilities and nurseries to encourage water saving gardening activities. The quote above highlights key positive and negative aspects of the promotion, and it suggests how tight the merchandising of “hard goods” at nurseries is.

After nurseries responded to the open-ended questions above, they were asked about a series of specific topics, including: timing of planning, timing of promotion, the information packet, the advertising and promotional materials, the stocking of soaker hoses, the nursery discounts, the rebate forms and reimbursements, the distribution of fact sheets and brochures, and the worth of the seminars with experts. The results from general and specific questions, in terms of positives and negatives about the promotion, are described below.

Nurseries cited many strengths and benefits, saying the promotion:

- Sold a lot of hoses, more than anticipated
- Served the nurseries quite well financially, even with the 25% discount
- Made a lot of people aware of a product they might not have known about and made them think more about their water use and conservation

- Had effective advertising that brought in a lot of new customers, who might have come in for soaker hoses but fortunately left with a lot of other things
- Gave customers an excuse to come to the nurseries
- Gave a very good deal to customers and a way to water their yards that they could feel good about
- Gave people an awareness of the uses of mulch, since the soaker hoses were supposed to be covered with some material, whether bark or compost
- Provided an opportunity to get some good brochures (from the utilities) out to customers
- Sponsored a seminar from local celebrity
- Helped dispel the gloom and doom of the drought
- Helped people understand that utilities were not telling us to stop watering, just do it efficiently
- When the promotion was continued for a month, utilities had gave suppliers advance notice about stocking more hoses
- Was generally well explained, in the information packet and showed that the utilities were serious

V. Areas To Improve

"I merchandize the whole department; it's crazy in March, April, May. My biggest problem, I didn't know how many to buy, so I was very cautious and I was constantly out. It wasn't until the end of May or June that I realized I had to buy hundreds of these things in one week.

There were some clear areas to improve about the promotion, especially:

- Involving nurseries, suppliers, and media earlier about the promotion, and not during the busy spring season. That way, it's early enough to plan, get the best prices, give input to program design and advertising copy, and change things (although people understood the drought did make the schedule more urgent).
- Having an adequate supply of hoses. Nurseries didn't know how many hoses to buy, but heavy demand meant that many couldn't keep hoses in stock. This resulted in upset customers, and nurseries scrambling to find more stock quickly and at good prices.
- Customer confusion and dismay about the amount of the overall discount. Although this was a small number of customers, they were upset and consumed a lot of time. The ads said "up to 50% off," customers remembered it as "50% off," absolutely. Even if the discount turned out to be more the 50%, they still felt misled.
- Ensuring that every customer got a fact sheet and were offered or pointed to the watering and soil brochures.

Other areas cited for improvement included:

- Making the program procedures clearer regarding how the coupons worked – *"I read it, my staff read it, and everyone came up with a different understanding"*

- Reducing the labor involved at the register, given they were taking a 25% cut for a low margin item
- Reducing the long lines at the registers
- Making it easier for customers to fill out the rebate form and reducing the amount of information needed
- Dispelling customer fears that they would be placed on marketing lists
- Emphasizing to nurseries the importance of being able to evaluate the success of the promotion

VI. Guidelines For The Future

The final portion of the focus group and interviews asked nurseries to develop guidelines for future partnerships. The same topics used to probe benefits and areas for improvement are used to organize these guidelines.

✓ **Timing of Planning**

“There’s going to be a glitch – allow time for it!”

Although nurseries did not agree on the exact best months to plan, all agreed it should be sometime between October and January, when the nursery business is slower and to allow for enough iterations of the program plan. Some nurseries – generally the larger ones -- do their buying of hard goods by the end of December and can get better prices on these goods if ordered earlier. Nurseries also suggested getting suppliers in on the planning as early as possible to make sure stock will be available when needed. They also valued having the support of the WSNLA.

Nurseries were not prone to having meetings, primarily because they have little back-up at the nurseries when they have to be away. Rather, they would like plans and materials to respond to by phone, e-mail or fax, even though they realized this would take more coordination on the part of utilities.

✓ **Timing of Promotion**

Nurseries agreed that May and June were good months for soaker hoses, because that’s when gardening season is really getting underway; some thought it could even continue through July. They thought April was too early because there’s usually too much rain. They were surprised that more hoses were sold in June than in May. Several nurseries noted that other hard goods, such as mulch, would better be promoted during different months.

✓ **Information Packet**

Nurseries agreed that the information packet, explaining the program, is important to program success and shows that utilities are invested in the program. In this

case, the utilities sent an invitation to nurseries to join in the promotion, but the information was limited. After registration, the nurseries got the information packet, not far from the start of the promotion.

Nurseries said they would like more information up-front and earlier. This would help them decide if they should participate in the first place (several went “on faith”), and also allow time to ask questions and give input.

✓ **Promotion and Advertising**

Although the nurseries felt the ads were very effective in bring customers in, they cautioned that it’s important to be very careful about what is being promised, given the misunderstanding about the 50% off that some customers felt was promised in the ads. They wanted to see advertising copy before it was launched.

✓ **Stocking and Selection of Soaker Hoses**

Distribution reps, as mentioned above, should be informed and involved so they can go to their suppliers and stock more and so they can service nurseries better. If there is any guidance as to potential demand for the hoses, they’d like to know it. Nurseries were uncertain whether they could predict next year’s response, if the promotion happened again, from this year’s response, if there were not a drought.

Nurseries also did not want the product to be overly dictated by the utilities; rather, they wanted familiar products that their employees knew and could promote.

✓ **Nursery Discounts and Rebates**

“The rebate was the clincher.”

Nurseries said the maximum discount was 25% for the hoses; they mark them up 50%, so they’re taking half of their profit away. They felt strongly that the \$5.00 rebate was essential to the success of the promotion and liked the shared financial investment.

✓ **Rebate Forms and Reimbursements**

Where customers need to fill out forms, explain the reasons for the needed customer and administrative efforts. Make the forms as easy and simple as possible, and big type was preferred. Assure customers they will not be placed on marketing lists for mail and phone calls.

✓ **Distributing Information (Fact Sheets and Brochures)**

“Merchandising is everything — it’s hard in a nursery, so little space, things get wet, plus there’s dirt”

“I think the brochures that came out to support the soaker hose program – the “Healthy Soil” and the “Methods of Watering” and the fact sheet on installing the hoses were very good.”

Overall, nurseries thought the informational materials from the utilities were excellent. However, a number of nurseries would like the utilities to work with them to find good information distribution systems, and they especially would have liked to have a way to put the product and the information materials together. They have little space for information on counters, little wall space, and plants are wet and dirty. They reserve space by the cash registers for their most money-making promotions.

Several nurseries requested the paper used be sturdy enough to stand up in holders, although they liked the size of the materials. They also thought the titles needed to be very bold and obvious. Some also hoped the utilities could offer small, attractive spinner type table holders for brochures, either at cost or for free.

✓ **Seminars**

It's unclear how well the seminars worked, since attendance varied dramatically. For some nurseries, turnout was spectacular; for others, it was small. One nursery said they had little chance to advertise the seminar.

Seattle Public and Local Water Utilities Meeting With Nursery Partners Discussion Guide

July 26, 2001 12:30-2:00 pm

Emerald City Expo/Stadium Exhibit Hall/Seminar Room 2nd Floor

Meeting Purposes:

- Discuss successes and challenges of recent soaker hose promotion and partnership
- Gather advice for and discuss future partnerships with nurseries

Desired Meeting Outcomes:

- List of lessons learned from soaker hose experience
- Guidelines for future partnerships

VII. WELCOME, OVERVIEW OF AGENDA, AND INTRODUCTION (7 minutes)

- Short neutral welcome by Liz, including meeting purposes as above
- Introduction of all – names and organizations
- Turn over facilitator reins to Linda who explains:
 - Meeting agenda: topics; feedback from nurseries, then exchange with utility/PRR folks; results from soaker hose effort; upcoming compost partnership
 - Unlikely we'll get to everything; will need your cooperation to move quickly
 - Tape recording to make sure we have good notes on meeting

VIII. GENERAL VIEWS AND QUESTIONS (8 minutes)

Utilities in our area are interested in helping their customers manage their water effectively. So. . . (brainstorm and write up responses on flip chart)

- What roles do you think you (nurseries) can play to help customers use water more effectively and efficiently outdoors? What challenges – within your company and from customers – do you face in this effort?

IX. SOAKER HOSE PROMOTION (50 minutes)

Now I'd like to talk about more specifically about the soaker hose promotion. We'll start with some general questions and then cover areas more specifically. [10 minutes total for these questions] (Go through one at a time. Write up answers on flip chart pages.)

- Why did nurseries participate in the soaker hose promotion? What were your goals?
- And, why do you think utilities sponsored the promotion? What were their goals?

- Off the top of your head -- what were the major strengths and benefits of the soaker hose partnership? What were the major areas that needed improvement?

Okay, now we're going to talk more about specific aspects of the promotion and how well they worked. Here's the list we have. Take a look. Overall, I'll want to know:

- *how well you think that aspect worked*
- *how it could be improved*

Then, other folks can join the discussion if they have comments or questions.

- **Timing of planning**
 - How well did that work?
 - Ideal time for planning a promotion with nurseries?
 - Best methods of planning? Of recruitment?
- **Timing of promotion**
 - How well did that work
 - What timing would work best?
 - Would you like it on a regular, annual basis?
- **Information packet**
 - How many remember this packet?
 - How useful was it? Did you refer to it?
 - Helpful additions? Improvements?
- **Promotion and advertising** (Show specifics)
 - How well did the advertising draw customers?
 - Improvements for advertising messages and placement?
 - Do you think business picked up as a result of the soaker hose promotion?
 - How effective was indoor signage? Suggestions for more in-store notice?
- **Stocking of soaker hoses**
 - How well did that work?
 - How many ran out of stock? How could this type of problem be avoided in the future?
 - Were weekly check-ins giving advertising and hose vendors helpful?
- **Nursery discounts**
 - How well did the 25% discount work for nurseries? Would they offer future discounts?
 - Improvements?
- **Rebate forms and reimbursements**
 - How well did forms work for customers?
 - Did nurseries understand their purpose?
 - Would nurseries partner in the future on offering a rebate?
 - How smooth was the rebate reimbursement process for nurseries?
 - Improvements?

<ul style="list-style-type: none"> ➤ Distributing information (3 pieces-- Show them. Do they recall?) <ul style="list-style-type: none"> ➤ <i>Soaker Hose fact sheets:</i> <ul style="list-style-type: none"> ➤ How well did this go? ➤ How could we make sure every customer gets one? ➤ <i>Smart Watering and Growing Healthy Soil Brochures</i> <ul style="list-style-type: none"> ➤ Did the promotion increase attention to these brochures? ➤ Was your staff aware of the brochures? ➤ What's the best way to distribute this type of information at your nursery?
<ul style="list-style-type: none"> ➤ Ongoing communication during the promotion (with utilities, PRR, staff) <ul style="list-style-type: none"> ➤ How well did that work? ➤ Challenges in communicating promotion to nursery staff? ➤ Seminars (may need to cut this one, recognize improvements needed) <ul style="list-style-type: none"> ➤ How well did they work at your nursery compared to past experience? ➤ Ideas for improving participation? What format, sponsorship, timing, topics related to conservation would work best? ➤ Other key topics?

X. GUIDELINES FOR FUTURE PARTNERSHIPS (10 minutes)

Okay, we're talked a lot of what happened with this promotion. So looking back over this discussion and list of items:

- **What are the key guidelines for successful partnerships between nurseries and utilities in the future?** (use probes below if needed)
 - What are the most important lessons from the soaker hose partnership?
 - What types of partnerships with utilities would work best? Why?
 - What aspects or types of partnerships wouldn't work well? Why?

XI. WRAP UP (15 minutes)

- What is the single most important piece of advice to utilities for working effectively in partnership with you? (Note: May skip if clear from above)
- Results of soaker hose promotion: sales, brochure distribution, advertising
- Composting partnership

Final Report Seattle Public Utilities and Wholesale Purveyors Soaker Hose Promotion 2001 Participants Survey Results

Introduction

This report summarizes feedback from 203 customers who participated in a soaker hose promotion and rebate program in May and June 2001, sponsored by Seattle Public Utilities and wholesale purveyor customers. It is a companion piece to the recent report “Soaker Hose Promotion 2001: Feedback from Nursery Partners.” Data from both these reports, along with further analysis of the data, will appear in the overall evaluation report for 2001 residential conservation services due out in the first quarter of 2002.

The purpose of this report is to provide some interim information for program assessment and planning. (For more complete data, please refer to an earlier e-mail that attached the frequencies for each question. Cross-tabs are available upon request, as is the raw data in SPSS format.)

The Soaker Hose Promotion combined a \$5.00 rebate, provided by the utilities, and a 25% discount, provided by the participating nurseries; thus, customers could realize substantial savings on the soaker hoses. The utilities sponsored newspaper and radio advertising and seminars with gardening experts to encourage customers to buy and install soaker hoses, and to take other outdoor water saving actions, during the promotion. The utilities also prepared a fact sheet to explain the correct installation of the hoses and two pamphlets to further support efficient watering practices – *Smart Watering* and *Growing Healthy Soil*.

The Soaker Hose Promotion had two major purposes:

1. It was part of a larger, long-term effort to increase the knowledge and ability of customers to take actions that will result in more efficient use of water outdoors. The soaker hose promotion was used as a “hook” to attract attention to the utility brochures on soil and watering choices, to classes available at the nurseries during the promotion, and to the media stories and advertising about the promotion.
2. It helped address a drought alert projected for lawn and garden watering. It provided immediate relief both for customers looking for ways to water less, and for nurseries, looking for ways to attract customers to their stores in a time of potential drought.

Research Purposes

This study gathered various types of information about participating customers to answer these major questions:

1. What were the characteristics of participants in the Soaker Hose Promotion?
2. How did they find out about the program?
3. Why did they purchase a soaker hose (includes level of free ridership)?
4. How well did program elements work?
5. What was the installation rate and use of the hoses?
6. How satisfied have customers been with the hoses?

Methods

SPU staff, and their evaluation contractor, Dethman & Tangora LLC designed the survey instrument and oversaw the survey conduct and analysis. Using a computer-assisted telephone interviewing system (CATI), Market Data Research, Inc., a full-service fielding company in Tacoma, Washington, conducted telephone interviews with the 203 participants in mid-August 2001. SPU's database of participants was placed in random order for calling.

A random sample size of 200 provides a + or – error rate of 6% at the 95% confidence level. Given that respondents appear quite homogenous across a number of key variables, the error rate is probably smaller. Thus, these data reliably represent the views of participants taking part in the Soaker Hose Promotion. Interviews lasted 8 to 10 minutes. The questionnaire is attached in Appendix A.

Bottom Line Analysis

The Soaker Hose Promotion strongly succeeded in meeting its two purposes. Its high installation rate of hoses (84%) created relief for the immediate drought situation. It offered a very targeted set of customers (gardeners) a potentially more efficient watering approach and brought them into nurseries when the drought alert might have inhibited their patronage. The program also successfully attracted customers to utility-prepared gardening information (available at the nurseries) designed to help customers garden better **and** save water. Among customers who received this information (about 45% across the three informational pieces), 86% (across the three pieces) read them.

Other positive findings included:

- ✓ Newspaper and nursery signs were effective in directing customers to the promotion.
- ✓ Saving water, including responding to the drought, and saving money were the two greatest motivators to participate (in that order).
- ✓ The promotion attracted new customers into nurseries and many customers bought more items than just the hoses, even if they did not intend to.
- ✓ The promotion successfully targeted interested gardeners – a group that is important to controlling summer water use. While most had used soaker hoses in the past, but a third had not. Hoses generally replaced hand watering or hose-end sprinklers.
- ✓ Once installed, participants greatly appreciated the added convenience of soaker hoses.

Some opportunities to improve this type of program also surfaced:

- ✓ Most participants were often not aware that the utilities provided the rebate. And, about a third were confused about the overall level of discount they would receive. Based on input from nursery participants, this was likely due to advertising that said “up to a 50%” discount, meaning that the discount could change depending on the initial price of the hose and the level of the nursery discount combined with the \$5.00 rebate.
- ✓ While those who got the additional utility fact sheet and brochures read them, only half or fewer of participants received the information. Again, based on nursery partner input, this was probably due to difficulties in distributing the information at the nurseries during the promotion.
- ✓ Many participants did not follow through with some aspects of correct installation of the soaker hoses – in particular, 61% did not cover their hoses with mulch.
- ✓ Participants are expecting water savings from the hoses, and may or may not find them.

Summary of Key Findings

These findings will follow the order of the questions listed above. Findings that should be particularly considered when planning a similar promotion are highlighted in yellow.

1. What were the characteristics of participants in the Soaker Hose Promotion?

- Most participants owned their own homes (93%), were 35 years of age or older (92%), and were women (67%). Most were from households with incomes over \$50,000 per year (62%), but incomes were spread out over the categories (e.g., 17% of participants had incomes over \$100,000 per year), and 31% did not provide income information.
- Most participants were gardeners: seventy percent of participants rated themselves as very interested in gardening, and another 23% said they were somewhat interested.
- Most participants also saw themselves as water savers: a bare majority (57%) said their household had taken a lot of actions to save water, 36% said they'd taken some actions, and only 5% said they'd taken few actions.
- Participants, on average, purchased two soaker hoses, but the range was from 1 to 17.
- The vast majority (96%) knew that the Seattle area was facing a drought. (This is consistent with other data tracking drought awareness although, notably, this is not a general population sample).
- Almost all participants (89%) had heard of soaker hoses prior to the promotion. (Later, this can be compared with general population survey data.) Somewhat fewer participants, but still a substantial majority, had used soaker hoses in the past (72%). The hoses were new to a notable minority of customers.
- While 69% of customers normally shop at the nursery where they bought their soaker hoses, almost a third (31%) sought out the hoses in nurseries where they don't normally shop.
- About a third (36%) of participants said they only went to the nursery to buy the soaker hoses, but 18% went only to buy other items and the noticed the promotion, and 45% went to buy both soaker hoses and other items.
- Most participants (72%) ended up buying other items in addition to the soaker hoses, even if they didn't normally shop at the nursery.

2. How did participants find out about the program?

- Most participants found out about the program through a newspaper advertisement (49%), but another 34% found out from a sign or display at the nursery or from a sales person at the nursery. Many fewer found out through radio ads (9%), through word of mouth (9%), from their water utility (5%), or from a gardening show on the radio (2%).

3. Why did they purchase a soaker hose (includes level of free ridership)?

- When asked for their most important reason to buy a soaker hose during the promotion, 53% said they wanted to save water in their gardens or to be more efficient in watering. Another 16% specifically said they were trying to save water during the drought. Forty percent said they were trying to save money – either on the hoses (23%) or on their water bill (17%). Other important reasons included: making watering more convenient (19%), having a healthier garden (17%), and past experience (9%). Only 1% said they were replacing old soaker hoses. (Note: Respondents could give multiple responses.)
- When asked why they hadn't tried out a soaker hose before, the largest number said they had had no need before (40%), had used other types of watering (16%), had not heard of the hoses (10%), or that conservation is more important now (8%). Only a few said it was too expensive before (6%).
- When asked specifically about the influence of the drought, a substantial minority (39%) said they would not have purchased the hoses except for the drought.
- About a quarter of participants (28%) would qualify as “free riders” – customers who said they were already planning to purchase a soaker hose before the promotion (14%), or who said they would definitely have purchased the hoses anyway (14%), with or without the promotion. However, given that the promotion was primarily mounted to be a hook to distribute other outdoor watering information, free ridership is less important in this program.

4. How well did program elements work?

- Many participants were not clear about who provided what type of support for the soaker hose rebate. About two-thirds correctly said the nursery provided the 25% discount, but only 19% knew that water utilities provided the \$5.00 rebate.
- The large majority of participants thought the promotion was being done to help customers save water or use water more efficiently (87%), although 23% thought it was specifically drought-related.
- Some participants were also not clear about the percent of the rebate. In most cases (72%), participants thought the rebate was between 40% and 75%. However, 12% of customers thought it was less than 25%, and another 16% didn't know the percent they saved on their hoses. In addition, 36% said they had some trouble understand how much of a discount they would be getting.
- Most participants (89%) had no trouble finding the soaker hoses at the nurseries, filling out the rebate forms (88%), or getting questions answered about the hoses (78%).

- Only about half of the participants (54%) report they received a separate instructional flyer from water utilities about how to correctly use and maintain soaker hoses (“Saving Water With Soaker Hoses). Almost everyone who got the flyer, however, read it (90%).
- About half of participants (49%) also said they got a brochure from local water utilities titled “Smart Watering.” Again, a huge proportion that got the brochure said they read it: 85%.
- Fewer participants got a second utility brochure titled “Growing Healthy Soil” (33%), but a high proportion that got it said they read it (82%).

5. What was the installation rate and use of the hoses?

- According to participants, the installation rate is high: about 84% of the soaker hoses bought through the promotion were installed.
- Almost all participants who had not yet installed the hoses (16%) said that they still planned to do so. Reasons for not installing the hoses were lack of time or that they had forgotten (40%), need for other parts or equipment (17%), and difficulties with, or lack of knowledge about, installing the hose (20%)
- Of those who installed some or all of their hoses, most said it was very easy (74%), and another 15% said it was somewhat easy.
- Participants followed some, but not all, of the correct procedures to install and use their hoses. Most (84%) didn’t use a run longer than 100 feet and most (90%) used the hoses only to water the garden (not the lawn). However, many fewer used a Y-type shut-off valve on their faucets (43%), covered their soaker hose with mulch (36%); and checked their soil for moisture after watering (60%).
- Only 8% said they used the hoses to water an area not watered before. Most replaced hand-held hoses (50%) or hose-end sprinklers (44%).

6. How satisfied have customers been with the hoses?

- Most participants (79%) report they are very satisfied with their hoses, 15% were somewhat satisfied, and 5% were less than satisfied.
- When asked for the reasons behind their satisfaction rating, 59% of those giving reasons cited convenience and money factors, including: the hoses are generally more convenient (26%); they save time (10%); they eliminate hand watering (12%); they work on a timer (5%); and they save money (6%). Forty percent gave environmental reasons, including that the hoses save water (22%) and helping the ecology (18%). Twenty-eight percent said that the hoses “performed as they expected.” On the

negative side, a small proportion of respondents (15%) said the hoses did not perform as expected but did not provide specific insights about the source of their dissatisfaction, and 2% said the hoses didn't save water.

- When asked, “What problems did you have using or installing the hoses?” 76% simply said they had “no problems” (consistent with the satisfaction ratings). However, this question provides some more specifics about potential sources of dissatisfaction with the hoses, although in each case the percentage is small. Problems cited included creating an uneven pattern of watering or individual gardening problems (7%); the stiffness of the hoses (5%); lack of clarity about how to use the product problems in particular gardens (4%); problems with equipment or fittings (2%), and problems with maintaining the hoses (2%).
- Most participants do expect to save water with the hoses (81%), and most (95%) would recommend using soaker hoses to others like themselves.

2001 Soaker Hose Promotion Participant Questionnaire

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001 TOTAL)

Q.1 Hello, my name is _____ and I'm calling on behalf of your local water utility. May I please speak to (READ NAME FROM LIST)? In May or June of this year, you purchased (INSERT NUMBER OF HOSES FROM SAMPLE) soaker hoses from a nursery, during a special promotion for soaker hoses. is that correct? At that time you completed a rebate form with your name and telephone number. You may recall the form also stated that we might call to interview you about the soaker hose program and how things went with your soaker hose(s). (IF YES) Great. I'd like to complete a survey with you. I want to assure you that your answer are confidential and your name and phone number will not be provided to anyone else.

(5-6)
Initial Call Back: Appointment01
Initial Call Back: No Appointment02
Respondent Not Available03
Initial Refusal04
Screen Out: Did not Purchase Soaker Hoses ..05
Communication Barrier06
Continue Survey07

[IF THE ANSWER IS 1-6, THEN SKIP TO QUESTION 59]

Q.2 RECORD ID NUMBER FROM SAMPLE

ID NUMBER (119-122)

Q.3 RECORD NUMBER OF SOAKER HOSES FROM SAMPLE

NUMBER OF SOAKER HOSES (7-8)

Q.4 1. First, I have some general questions about your soaker hose purchase. Could you tell me how you found out about the soaker hose rebate? (DO NOT READ LIST, RECORD ALL REPLIES)

(9-26)
In a radio advertisement or announcement01
From a gardening show or gardening celebrity (on radio) ..02
In a newspaper advertisement03
From my water provider or utility (inserts, flyers, etc)04
From the sign or display at the nursery05
From a sales person at the nursery06
From another person, word of mouth07
TV (not used for advertising)08
OTHER (PLEASE SPECIFY)09
DON'T KNOW/REFUSED10
King County Web Site11

[IF THE ANSWER IS 9, THEN SKIP TO QUESTION 5]
[IF THE ANSWER IS 1-8 OR 10, THEN SKIP TO QUESTION 6]

Q.5 1. (COULD YOU TELL ME HOW YOU FOUND OUT ABOUT THE SOAKER HOSE REBATE?) SPECIFY OTHER

Q.6 2. You may recall the soaker hose promotion reduced the cost of the hose in two ways - through a 25% discount on the retail price and through a \$5.00 rebate. Do you recall who provided the 25% discount? (DO NOT READ LIST - ACCEPT ONE RESPONSE)

(27-28)

The nursery	01
Local water utility/utilities, 2001 Water Conserv. Partnership...	02
Nursery and water utilities	03
OTHER (PLEASE SPECIFY)	04
DON'T KNOW/REFUSED	05

[IF THE ANSWER IS 1-3 OR 5, THEN SKIP TO QUESTION 8]

Q.7 2. (DO YOU RECALL WHO PROVIDED THE 25% DISCOUNT?) SPECIFY OTHER

Q.8 3. And do you recall who provided the \$5.00 rebate?

(29-30)

The nursery	01
Local water utility/utilities, 2001 Water Conserv. Partnership...	02
Nursery and water utilities	03
OTHER (PLEASE SPECIFY)	04
DON'T KNOW/REFUSED	05
The hose manufacturer	06

[IF THE ANSWER IS 1-3 OR 5, THEN SKIP TO QUESTION 10]

Q.9 3. (AND DO YOU RECALL WHO PROVIDED THE \$5.00 REBATE?) SPECIFY OTHER

Q.10 4. Just so it's clear, the promotion was a partnership between the nursery and local water utilities, where the nursery provided the 25% discount and your local water utility provided the \$5.00 rebate. Why do you think your water utility was involved in this special promotion? (DO NOT READ LIST, RECORD ALL MENTIONS)

(31-40)

Help us save water or water more efficiently, general ..	01
Help us save water during the drought	02
Help us have a better or healthier garden	03
Make watering easier	04
OTHER (PLEASE SPECIFY)	05
DON'T KNOW/REFUSED	06

[IF THE ANSWER IS 5, THEN SKIP TO QUESTION 11]
[IF THE ANSWER IS 1-4 OR 6, THEN SKIP TO QUESTION 12]

Q.11 4. (WHY DO YOU THINK YOUR WATER UTILITY WAS INVOLVED IN THIS SPECIAL PROMOTION?) SPECIFY OTHER

(301-375)

Q.12 5. And what was the single most important reason you bought a soaker hose during the promotion? (DO NOT READ LIST, RECORD ALL RESPONSES)

(41-58)

Save water in my garden or water more effectively, gen. ...01
Save money on my water bill02
Save water during the drought03
Have a healthier garden04
Make watering easier, more convenient05
Save money on the hoses06
Used them before (and wanted more)07
Heard about them and wanted to try them08
OTHER (PLEASE SPECIFY)09
DON'T KNOW/REFUSED10
Needed new/replacement hoses11

[IF THE ANSWER IS 9, THEN SKIP TO QUESTION 13]
[IF THE ANSWER IS 1-8 OR 10, THEN SKIP TO QUESTION 14]

Q.13 5. (AND WHAT WAS THE SINGLE MOST IMPORTANT REASON YOU BOUGHT A SOAKER HOSE DURING THIS PROMOTION?) SPECIFY OTHER

(376-450)

Q.14 6. Before this purchase, were you aware the Seattle area might be facing a drought?

(59)

Yes1
No2
DON'T KNOW/REFUSED .. 3

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 16]

Q.15 7. How important was the drought situation in your decision to make a soaker hose purchase? Would you say you definitely would not have made the purchase if there hadn't been a drought alert, probably would not have made the purchase if there hadn't been a drought alert, probably would have made the purchase anyway, drought or no drought, or definitely would have made the purchase anyways, drought or no drought.

(60)

Definitely would not have made purchase 1
Probably would not have made purchase2
Probably would have made purchase anyways ... 3
Definitely would have made purchase anyways .. 4
DON'T KNOW/REFUSED5

Q.16 8. How important was the reduced cost of the hoses - that is the 25% discount and the \$5.00 rebate - in your decision to buy a soaker hose at this time? Would you say you

definitely would not have bought a hose without the money savings, probably would not have bought a hose without the money savings, probably would have bought a hose anyway, savings or no savings, definitely would have bought a hose anyway, savings or no savings, or were already planning to buy a soaker hose before you heard about the special savings?

(61)
 Definitely would not have bought hose 1
 Probably would not have bought hose 2
 Probably would have bought hose3
 Definitely would have bought hose 4
 Was already planning to make purchase ..5
 DON'T KNOW/REFUSED6

Q.17 9. If you combine the discount and the rebate, what percent do you think you saved on your hose purchase? Would you say ... (READ LIST)?

(62)
 Up to 25%1
 25% up to and including 50%2
 More than 50%3
 DON'T KNOW/REFUSED (DO NOT READ) .. 4

Q.18 10. Now I'd like to ask you about your trip to the nursery where you bought the hose(s). Had you heard of soaker hoses prior to this soaker hose promotion?

(63)
 Yes1
 No/DON'T KNOW/REFUSED .. 2

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 21]

Q.19 11. And, had you ever used soaker hoses before this purchase?

(64)
 Yes1
 No/DON'T KNOW/REFUSED .. 2

[IF THE ANSWER IS 1, THEN SKIP TO QUESTION 21]

Q.20 12. Why hadn't you tried out one of these hoses before now?

 _____ (451-750)

Q.21 13. Do you normally shop at the nursery where you bought the soaker hose?

(65)
 Yes1
 No/DON'T KNOW/REFUSED .. 2

Q.22 14. Did you go to the nursery only to buy the soaker hose(s), only to buy other items, or to

buy both the soaker hose(s) and other items?

(66)
Went to buy the soaker hose only1
Went to buy other items only2
Went to buy both soaker hose and other items ..3
DON'T KNOW/REFUSED4

Q.23 15. Did you end up buying any items in addition to your soaker hose purchase?

(67)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.24 16. At the nursery, did you have any trouble finding the soaker hoses?

(68)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.25 17. Understanding how much discount you'd get?

(69)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.26 18. Filling out the rebate form or other problems at the cash register related to the soaker hose purchase?

(70)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.27 19. Getting any questions answered about the hoses?

(71)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.28 20. At the time you bought your hose, did you also get, or receive from the salesperson or cashier, a separate flyer called "Saving Water with Soaker Hoses"? This flyer was from your local water providers and told you more about how to use and maintain the soaker hoses.

(72)
Yes1
No/DON'T KNOW/REFUSED .. 2

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 30]

Q.29 21. Did you get a chance to read the "Saving Water with Soaker Hoses" flyer?

(73)
Yes1
No/DON'T KNOW/REFUSED .. 2

Q.30 22. Did you get or receive a brochure from your local water providers titled "Smart Watering"?

(74)
Yes1
No/DON'T KNOW/REFUSED .. 2

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 32]

Q.31 23. Did you get a chance to read the "Smart Watering" brochure?

(75)
Yes1
No/DON'T KNOW/REFUSED .. 2

Q.32 24. And did you get or receive a brochure titled "Growing Healthy Soil", also from your local water providers?

(76)
Yes1
No/DON'T KNOW/REFUSED .. 2

[IF THE ANSWER IS 2, THEN SKIP TO QUESTION 34]

Q.33 25. Did you get a chance to read the "Growing Healthy Soil" brochure?

(77)
Yes1
No/DON'T KNOW/REFUSED .. 2

Q.34 26. Now, I'd like to know what happened once you got your soaker hose(s). To double-check, you bought && hoses in this promotion, is that correct? How many of these hoses have you had a chance to install in your garden?

NUMBER OF SOAKER HOSES INSTALLED (78)

[AN ANSWER OF 2-98 IS INCONSISTENT WITH AN ANSWER OF 1 TO QUESTION 3]
[AN ANSWER OF 3-98 IS INCONSISTENT WITH AN ANSWER OF 2 TO QUESTION 3]
[AN ANSWER OF 4-98 IS INCONSISTENT WITH AN ANSWER OF 3 TO QUESTION 3]
[AN ANSWER OF 5-98 IS INCONSISTENT WITH AN ANSWER OF 4 TO QUESTION 3]
[AN ANSWER OF 6-98 IS INCONSISTENT WITH AN ANSWER OF 5 TO QUESTION 3]
[AN ANSWER OF 7-98 IS INCONSISTENT WITH AN ANSWER OF 6 TO QUESTION 3]
[AN ANSWER OF 8-98 IS INCONSISTENT WITH AN ANSWER OF 7 TO QUESTION 3]
[AN ANSWER OF 9-98 IS INCONSISTENT WITH AN ANSWER OF 8 TO QUESTION 3]
[AN ANSWER OF 10-98 IS INCONSISTENT WITH AN ANSWER OF 9 TO QUESTION 3]

[IF THE ANSWER TO QUESTION 3 IS 1, AND...]
[IF THE ANSWER TO QUESTION 34 IS 1, THEN SKIP TO QUESTION 38]
[IF THE ANSWER TO QUESTION 3 IS 2, AND...]
[IF THE ANSWER TO QUESTION 34 IS 2, THEN SKIP TO QUESTION 38]

[IF THE ANSWER TO QUESTION 3 IS 3, AND...]
 [IF THE ANSWER TO QUESTION 34 IS 3, THEN SKIP TO QUESTION 38]
 [IF THE ANSWER TO QUESTION 3 IS 4, AND...]
 [IF THE ANSWER TO QUESTION 34 IS 4, THEN SKIP TO QUESTION 38]
 [IF THE ANSWER TO QUESTION 3 IS 5, AND...]
 [IF THE ANSWER TO QUESTION 34 IS 5, THEN SKIP TO QUESTION 38]
 [IF THE ANSWER TO QUESTION 3 IS 6, AND...]
 [IF THE ANSWER TO QUESTION 34 IS 6, THEN SKIP TO QUESTION 38]
 [IF THE ANSWER TO QUESTION 3 IS 7, AND...]
 [IF THE ANSWER TO QUESTION 34 IS 7, THEN SKIP TO QUESTION 38]

Q.35 27. What prevented you from installing (the hose/all the hoses you bought)?

(79-90)

Haven't had the time/forgot01
 Didn't know how to use or install02
 Hard to uncoil the hose03
 Hard to install in garden or needed help to install ..04
 Needed other parts or equipment05
 OTHER (SPECIFY)06
 DON'T KNOW/REFUSED07
 Gave one to a friend08
 Installed some but not all09
 Trying to conserve water and have not used10
 [IF THE ANSWER IS 6, THEN SKIP TO QUESTION 36]
 [IF THE ANSWER IS 1-5 OR 7, THEN SKIP TO QUESTION 37]

Q.36 27. (WHAT PREVENTED YOU FROM INSTALLING THE HOSE/ALL THE HOSES YOU BOUGHT?) SPECIFY OTHER

(751-825)

Q.37 28. How many hoses do you still plan to install?

NUMBER OF HOSES STILL PLANNING TO INSTALL (91-92)

[IF THE ANSWER TO QUESTION 34 IS 0, THEN SKIP TO QUESTION 50]

Q.38 29. How easy was it to install and use the hoses?

(93)

Very easy1
 Somewhat easy2
 Not too easy3
 Not at all easy4
 DON'T KNOW/REFUSED .. 5

Q.39 30. When you installed your hose, did you keep the run of hose to less than 100 feet?

(94)

Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.40 31. Use the hose only for watering the garden, not the lawn?

(95)

Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.41 32. Use a Y type shut off valve on your faucet?

(96)

Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.42 33. Cover the soaker hose with mulch?

(97)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.43 34. What type of watering method did the hose(s) replace? (RECORD ALL THAT APPLY, DO NOT READ LIST)

(98-107)
Automatic system01
Hose-end sprinkler02
Hand held hose03
It was an area that wasn't watered before .. 04
OTHER (PLEASE SPECIFY)05
DON'T KNOW/REFUSED06
Drip System07
Soaker Hose08
Manual watering by can/water pot 09

[IF THE ANSWER IS 5, THEN SKIP TO QUESTION 44]
[IF THE ANSWER IS 1-4 OR 6, THEN SKIP TO QUESTION 45]

Q.44 34. (WHAT TYPE OF WATERING METHOD DID THE HOSE(S) REPLACE?) SPECIFY OTHER

(826-900)

Q.45 35. Since installing your soaker hose, have you ever checked after watering to see if the amount of water from the hose moistens the soil to the depth you want?

(108)
Yes1
No/DON'T KNOW/REFUSED .. 2

Q.46 36. Overall, how satisfied have you been with the performance of the soaker hose(s) so far? Would you say ... (READ LIST)?

(109)
Very satisfied1
Somewhat satisfied2
Not too satisfied3
Not at all satisfied4
DON'T KNOW/REFUSED (DO NOT READ) .. 5

[IF THE ANSWER TO QUESTION 46 IS 5, THEN SKIP TO QUESTION 48]

Q.47 37. Why do you say &&?

(901-1200)

Q.48 38. Do you expect to save water, use more water, or use about the same amount of water by using this method of watering?

(110)
Save water1
Use more water2
Use about the same amount of water ..3
DON'T KNOW/REFUSED4

Q.49 39. Would you recommend using soaker hoses to other people like yourself?

(111)

Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.50 40. What problems or questions do you have about installing or using soaker hoses?

(1201-1500)

Q.51 41. I now have a few final questions to help us understand our data better. How would you rate your interest in gardening? Would you say you're ... (READ LIST)?

(112)
 Very Interested1
 Somewhat Interested2
 Not Too Interested3
 Not At All Interested4
 DON'T KNOW/REFUSED (DO NOT READ) .. 5

Q.52 42. How would you describe your household's actions to save water? Would you say you've ... (READ LIST)?

(113)
 Taken a lot of actions to save water1
 Taken some actions to save water2
 Taken few actions to save water3
 DON'T KNOW/REFUSED (DO NOT READ) .. 4

Q.53 43. Do you own or rent your home?

(114)
 Own1
 Rent2
 DON'T KNOW/REFUSED .. 3

Q.54 44. What is your age? Is it ... (READ LIST)?

(115)
 18 - 241
 25 - 342
 35 - 543
 55 - 644
 65+5
 DON'T KNOW/REFUSED (DO NOT READ) .. 6

Q.55 RECORD RESPONDENT GENDER

(123)
 Male1
 Female ..2

Q.56 45. Which of the following broad categories best describes your household income, before taxes, for the year 2000? (READ LIST)

(116)
 Less than \$25,0001
 \$25,000 up to \$50,0002
 \$50,000 up to \$75,0003
 \$75,000 up to \$100,0004
 \$100,000 up to \$125,0005
 \$125,000 and up6
 DON'T KNOW/REFUSED (DO NOT READ) .. 7

Q.57 On occasion, my supervisor calls to verify that I asked all of the questions correctly. For this purpose only, may I please record your first name? (IF HESITANT) Your initials?

_____ (1501-1555)

Q.58 And the phone number I reached you at was _____? READ THE PHONE NUMBER ENTERED TO RESPONDENT TO VERIFY ACCURACY.

_____ (1556-1565)

Q.59 Those are all the questions I have for you. Thank you so much for your help! (RECORD INTERVIEWER CODE)

(117-118)

INTERVIEWER #1 01
INTERVIEWER #2 02
INTERVIEWER #3 03
INTERVIEWER #4 04
INTERVIEWER #5 05
INTERVIEWER #6 06
INTERVIEWER #7 07
INTERVIEWER #8 08
INTERVIEWER #9 09
INTERVIEWER #10 .. 10
INTERVIEWER #11 .. 11
INTERVIEWER #12 .. 12
INTERVIEWER #13 .. 13
INTERVIEWER #14 .. 14
INTERVIEWER #15 .. 15
INTERVIEWER #16 .. 16
INTERVIEWER #17 .. 17
INTERVIEWER #18 .. 18
INTERVIEWER #19 .. 19
INTERVIEWER #20 .. 20
INTERVIEWER #21 .. 21
INTERVIEWER #22 .. 22
INTERVIEWER #23 .. 23
INTERVIEWER #24 .. 24

[IF THE ANSWER TO QUESTION 1 IS 1-6, THEN SKIP TO QUESTION 100]

Q.60 RECORD CALL DISPOSITION

(5-6)

Call Back - Appointment01
Call Back - No Appointment02
Respondent Not Available03
Initial Refusal04
Screen out: Did not Buy Soaker Hose ..05
Communication Barrier06
Complete07
Terminate Midway08

[AN ANSWER OF 1-6 IS INCONSISTENT WITH AN ANSWER OF 1-99 TO QUESTION 3]

Q.61 DATE OF INTERVIEW

(143-144)

August 16 ..01
August 17 ..02
August 18 ..03
August 19 ..04
August 20 ..05

Q.62 LENGTH OF INTERVIEW IN MINUTES

LENGTH OF INTERVIEW (145-146)

Q.63 12. Why hadn't you tried out one of these hoses before now?

(149-154)

Had other type of hose01
Had not heard of soaker hoses before02
No opportunity to do so03
Conservation has become more important now ..04
No need before05
Too expensive before06
Had not installed it07
DON'T KNOW/REFUSED99

Q.64 37. Why do you say that? (CODED RESPONSES)

(155-164)

It didn't save water01
Performs as expected (non-specific)02
Eliminates hand-watering03
Saves time04
Saves water05
Saves money06
Runs on a timer07
Is very convenient (non-specific)08
It helps the ecology09
Does not perform as expected (non-specific) ..10
DON'T KNOW/REFUSED99

Q.65 40. What problems or questions do you have about installing or using soaker hoses?
(CODED RESPONSES)

(165-174)

The water consumption01
Uneven pattern of watering02
Stiffness of the hoses03
How to install new fittings on old hoses04
Did not work on grass05
Unclear about product applications06
Interested in promoting hoses07
Gardening problems associated to soaker hoses ..08
Problems using/maintaining09
NO PROBLEMS98
DON'T KNOW/REFUSED99

Frequencies

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

(MRDC Ref. #MR061-2049)

TABLE 3: RECORD NUMBER OF SOAKER HOSES FROM SAMPLE

	TOTAL
Base	203

NUMBER OF SOAKER HOSES 2.17

TABLE 4: 1. First, I have some general questions about your soaker hose purchase. Could you tell me how you found out about the soaker hose rebate? (DO NOT READ LIST, RECORD ALL REPLIES)

	TOTAL
Base	203
In a newspaper advertisement	100 49%
From the sign or display at the nursery	44 22%
From a sales person at the nursery	24 12%
In a radio advertisement or announcement	18 9%
From another person, word of mouth	18 9%
DON'T KNOW/REFUSED	11 5%
From my water provider or utility (inserts, flyers, etc)	10 5%
From a gardening show or gardening celebrity (on radio)	5 2%
TV (not used for advertising)	5 2%
King County Web Site	1 0%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 6: 2. You may recall the soaker hose promotion reduced the cost of the hose in two ways - through a 25% discount on the retail price and through a \$5.00 rebate. Do you recall who provided the 25% discount? (DO NOT READ LIST - ACCEPT ONE RESPONSE)

	TOTAL
Base	203
The nursery	139
	68%
Local water utility/utilities, 2001 Water Conserv. Partnership	24
	12%
Nursery and water utilities	4
	2%
DON'T KNOW/REFUSED	36
	18%

TABLE 8: 3. And do you recall who provided the \$5.00 rebate?

	TOTAL
Base	203
DON'T KNOW/REFUSED	100
	49%
The nursery	60
	30%
Local water utility/utilities, 2001 Water Conserv. Partnership	39
	19%
Nursery and water utilities	3
	1%
The hose manufacturer	1
	0%

TABLE 10: 4. Just so it's clear, the promotion was a partnership between the nursery and local water utilities, where the nursery provided the 25% discount and your local water utility provided the \$5.00 rebate. Why do you think your water utility was involved in this special promotion? (DO NOT READ LIST, RECORD ALL MENTIONS)

	TOTAL
Base	203
Help us save water or water more efficiently, general	177
	87%
Help us save water during the drought	46
	23%
Make watering easier	8
	4%
Help us have a better or healthier garden	4
	2%

DON'T KNOW/REFUSED	6 3%
--------------------	---------

TABLE 12: 5. And what was the single most important reason you bought a soaker hose during the promotion? (DO NOT READ LIST, RECORD ALL RESPONSES)

	TOTAL
Base	203
Save water in my garden or water more effectively, gen.	107 53%
Save money on the hoses	46 23%
Make watering easier, more convenient	39 19%
Have a healthier garden	35 17%
Save money on my water bill	34 17%
Save water during the drought	33 16%
Used them before (and wanted more)	19 9%
Heard about them and wanted to try them	4 2%
DON'T KNOW/REFUSED	1 0%
Needed new/replacement hoses	2 1%

TABLE 14: 6. Before this purchase, were you aware the Seattle area might be facing a drought?

	TOTAL
Base	203
Yes	193 95%
No	9 4%
DON'T KNOW/REFUSED	1 0%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 15: 7. How important was the drought situation in your decision to make a soaker hose purchase? Would you say you definitely would not have made the purchase if there

hadn't been a drought alert, probably would not have made the purchase if there hadn't been a drought alert, probably would have made the purchase anyway, drought or no drought, or definitely would have made the purchase anyway, drought or no drought.

	TOTAL
Base	193
Definitely would not have made purchase	36 19%
Probably would not have made purchase	38 20%
Probably would have made purchase anyway	72 37%
Definitely would have made purchase anyway	46 24%
DON'T KNOW/REFUSED	1 1%
No Response	10

TABLE 16: 8. How important was the reduced cost of the hoses - that is the 25% discount and the \$5.00 rebate - in your decision to buy a soaker hose at this time? Would you say you definitely would not have bought a hose without the money savings, probably would not have bought a hose without the money savings, probably would have bought a hose anyway, savings or no savings, definitely would have bought a hose anyway, savings or no savings, or were already planning to buy a soaker hose before you heard about the special savings?

	TOTAL
Base	203
Definitely would not have bought hose	38 19%
Probably would not have bought hose	45 22%
Probably would have bought hose	60 30%
Definitely would have bought hose	29 14%
Was already planning to make purchase	29 14%
DON'T KNOW/REFUSED	2 1%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 17: 9. If you combine the discount and the rebate, what percent do you think you saved on your hose purchase? Would you say ... (READ LIST)?

	TOTAL
Base	203
Up to 25%	25 12%
25% up to and including 50%	99 49%
More than 50%	47 23%
DON'T KNOW/REFUSED (DO NOT READ)	32 16%

TABLE 18: 10. Now I'd like to ask you about your trip to the nursery where you bought the hose(s). Had you heard of soaker hoses prior to this soaker hose promotion?

	TOTAL
Base	203
Yes	181 89%
No/DON'T KNOW/REFUSED	22 11%

TABLE 19: 11. And, had you ever used soaker hoses before this purchase?

	TOTAL
Base	181
Yes	130 72%
No/DON'T KNOW/REFUSED	51 28%
No Response	22

TABLE 21: 13. Do you normally shop at the nursery where you bought the soaker hose?

	TOTAL
Base	203
Yes	140 69%
No/DON'T KNOW/REFUSED	63 31%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 22: 14. Did you go to the nursery only to buy the soaker hose(s), only to buy other items, or to buy both the soaker hose(s) and other items?

	TOTAL
--	-------

Base	203
Went to buy the soaker hose only	73 36%
Went to buy other items only	37 18%
Went to buy both soaker hose and other items	91 45%
DON'T KNOW/REFUSED	2 1%

TABLE 23: 15. Did you end up buying any items in addition to your soaker hose purchase?

	TOTAL
Base	203
Yes	146 72%
No	50 25%
DON'T KNOW/REFUSED	7 3%

TABLE 24: 16. At the nursery, did you have any trouble finding the soaker hoses?

	TOTAL
Base	203
Yes	23 11%
No	180 89%
DON'T KNOW/REFUSED	0 0%

TABLE 25: 17. Understanding how much discount you'd get?

	TOTAL
Base	203
Yes	73 36%
No	122 60%
DON'T KNOW/REFUSED	8 4%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 26: 18. Filling out the rebate form or other problems at the cash register related to the soaker hose purchase?

TOTAL

Base	203
Yes	18 9%
No	179 88%
DON'T KNOW/REFUSED	6 3%

TABLE 27: 19. Getting any questions answered about the hoses?

	<u>TOTAL</u>
Base	203
Yes	40 20%
No	154 76%
DON'T KNOW/REFUSED	9 4%

TABLE 28: 20. At the time you bought your hose, did you also get, or receive from the salesperson or cashier, a separate flyer called "Saving Water with Soaker Hoses"? This flyer was from your local water providers and told you more about how to use and maintain the soaker hoses.

	<u>TOTAL</u>
Base	203
Yes	109 54%
No/DON'T KNOW/REFUSED	94 46%

TABLE 29: 21. Did you get a chance to read the "Saving Water with Soaker Hoses" flyer?

	<u>TOTAL</u>
Base	109
Yes	98 90%
No/DON'T KNOW/REFUSED	11 10%
No Response	94

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 30: 22. Did you get or receive a brochure from your local water providers titled "Smart Watering"?

TOTAL

Base	203
Yes	100 49%
No/DON'T KNOW/REFUSED	103 51%

TABLE 31: 23. Did you get a chance to read the "Smart Watering" brochure?

	<u>TOTAL</u>
Base	100
Yes	85 85%
No/DON'T KNOW/REFUSED	15 15%
No Response	103

TABLE 32: 24. And did you get or receive a brochure titled "Growing Healthy Soil", also from your local water providers?

	<u>TOTAL</u>
Base	203
Yes	67 33%
No/DON'T KNOW/REFUSED	136 67%

TABLE 33: 25. Did you get a chance to read the "Growing Healthy Soil" brochure?

	<u>TOTAL</u>
Base	67
Yes	55 82%
No/DON'T KNOW/REFUSED	12 18%
No Response	136

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 34: 26. Now, I'd like to know what happened once you got your soaker hose(s). To double-check, you bought && hoses in this promotion, is that correct? How many of these hoses have you had a chance to install in your garden?

	<u>TOTAL</u>
Base	201

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NUMBER OF SOAKER HOSES INSTALLED 1.79

TABLE 35: 27. What prevented you from installing (the hose/all the hoses you bought)?

	TOTAL
Base	35
Haven't had the time/forgot	14
	40%
Needed other parts or equipment	6
	17%
Hard to install in garden or needed help to install	4
	11%
Didn't know how to use or install	3
	9%
DON'T KNOW/REFUSED	3
	9%
Installed some but not all	3
	9%
Gave one to a friend	1
	3%
Trying to conserve water and have not used	2
	6%
No Response	168

TABLE 37: 28. How many hoses do you still plan to install?

	TOTAL
Base	35

NUMBER OF HOSES STILL PLANNING TO INSTALL 2.46

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 38: 29. How easy was it to install and use the hoses?

	TOTAL
Base	195
Very easy	144
	74%
Somewhat easy	30
	15%
Not too easy	15
	8%
Not at all easy	2
	1%
DON'T KNOW/REFUSED	4

	2%
No Response	8

TABLE 39: 30. When you installed your hose, did you keep the run of hose to less than 100 feet?

	TOTAL
Base	195
Yes	163 84%
No	22 11%
DON'T KNOW/REFUSED	10 5%
No Response	8

TABLE 40: 31. Use the hose only for watering the garden, not the lawn?

	TOTAL
Base	195
Yes	175 90%
No	17 9%
DON'T KNOW/REFUSED	3 2%
No Response	8

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 41: 32. Use a Y type shut off valve on your faucet?

	TOTAL
Base	195
Yes	84 43%
No	83 43%
DON'T KNOW/REFUSED	28 14%
No Response	8

TABLE 42: 33. Cover the soaker hose with mulch?

	TOTAL
Base	195
Yes	75 38%
No	118 61%
DON'T KNOW/REFUSED	2 1%
No Response	8

TABLE 43: 34. What type of watering method did the hose(s) replace? (RECORD ALL THAT APPLY, DO NOT READ LIST)

	TOTAL
Base	195
Hand held hose	97 50%
Hose-end sprinkler	86 44%
It was an area that wasn't watered before	15 8%
Automatic system	14 7%
Soaker Hose	13 7%
DON'T KNOW/REFUSED	2 1%
Drip System	2 1%
Manual watering by can/water pot	3 2%
No Response	8

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 45: 35. Since installing your soaker hose, have you ever checked after watering to see if the amount of water from the hose moistens the soil to the depth you want?

	TOTAL
Base	195
Yes	115 59%
No/DON'T KNOW/REFUSED	80 41%
No Response	8

TABLE 46: 36. Overall, how satisfied have you been with the performance of the soaker hose(s) so far? Would you say ... (READ LIST)?

	TOTAL
Base	195
Very satisfied	155 79%
Somewhat satisfied	30 15%
Not too satisfied	3 2%
Not at all satisfied	5 3%
DON'T KNOW/REFUSED (DO NOT READ)	2 1%
No Response	8

TABLE 48: 38. Do you expect to save water, use more water, or use about the same amount of water by using this method of watering?

	TOTAL
Base	195
Save water	158 81%
Use more water	4 2%
Use about the same amount of water	22 11%
DON'T KNOW/REFUSED	11 6%
No Response	8

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 49: 39. Would you recommend using soaker hoses to other people like yourself?

	TOTAL
	<hr/>
Base	195
Yes	185 95%
No	7 4%
DON'T KNOW/REFUSED	3 2%
No Response	8

TABLE 51: 41. I now have a few final questions to help us understand our data better. How would you rate your interest in gardening? Would you say you're ... (READ LIST)?

	TOTAL
	<hr/>
Base	203
Very Interested	142 70%
Somewhat Interested	46 23%
Not Too Interested	9 4%
Not At All Interested	2 1%
DON'T KNOW/REFUSED (DO NOT READ)	4 2%

TABLE 52: 42. How would you describe your household's actions to save water? Would you say you've ... (READ LIST)?

	TOTAL
	<hr/>
Base	203
Taken a lot of actions to save water	116 57%
Taken some actions to save water	73 36%
Taken few actions to save water	11 5%
DON'T KNOW/REFUSED (DO NOT READ)	3 1%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 53: 43. Do you own or rent your home?

	TOTAL
Base	203
Own	189 93%
Rent	9 4%
DON'T KNOW/REFUSED	5 2%

TABLE 54: 44. What is your age? Is it ... (READ LIST)?

	TOTAL
Base	203
18 - 24	3 1%
25 - 34	10 5%
35 - 54	68 33%
55 - 64	46 23%
65+	72 35%
DON'T KNOW/REFUSED (DO NOT READ)	4 2%

TABLE 55: RECORD RESPONDENT GENDER

	TOTAL
Base	203
Male	68 33%
Female	135 67%

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 56: 45. Which of the following broad categories best describes your household income, before taxes, for the year 2000? (READ LIST)

	<u>TOTAL</u>
Base	203
Less than \$25,000	9 4%
\$25,000 up to \$50,000	44 22%
\$50,000 up to \$75,000	34 17%
\$75,000 up to \$100,000	30 15%
\$100,000 up to \$125,000	11 5%
\$125,000 and up	12 6%
DON'T KNOW/REFUSED (DO NOT READ)	63 31%

TABLE 63: 12. Why hadn't you tried out one of these hoses before now?

	<u>TOTAL</u>
Base	51
No need before	22 43%
Had other type of hose	8 16%
Had not heard of soaker hoses before	5 10%
Conservation has become more important now	4 8%
No opportunity to do so	3 6%
Too expensive before	3 6%
Had not installed it	2 4%
DON'T KNOW/REFUSED	5 10%
No Response	152

SOAKER HOSE PARTICIPANT SURVEY (August 20, 2001)

TABLE 64: 37. Why do you say that? (CODED RESPONSES)

	TOTAL
Base	193
Performs as expected (non-specific)	55 28%
Is very convenient (non-specific)	50 26%
Saves water	43 22%
It helps the ecology	34 18%
Does not perform as expected (non-specific)	29 15%
Eliminates hand-watering	24 12%
Saves time	19 10%
Saves money	11 6%
Runs on a timer	10 5%
It didn't save water	3 2%
DON'T KNOW/REFUSED	6 3%
No Response	10

TABLE 65: 40. What problems or questions do you have about installing or using soaker hoses? (CODED RESPONSES)

	TOTAL
Base	203
NO PROBLEMS	154 76%
Stiffness of the hoses	11 5%
Uneven pattern of watering	9 4%
Unclear about product applications	9 4%
Gardening problems associated to soaker hoses	6 3%
How to install new fittings	4

on old hoses	2%
Problems using/maintaining	4 2%
Interested in promoting hoses	3 1%
The water consumption	1 0%
Did not work on grass	1 0%
DON'T KNOW/REFUSED	3 1%

Final Summary Report Seattle Public Utilities and Wholesale Purveyors Toilet Round-Ups 2001 Participant Survey Results

Introduction

This report summarizes feedback from 217 utility customers who participated in Toilet Round-Ups during the summer of 2001. The Toilet Round-Ups offered a \$40 rebate for customers to change out an old toilet to a new low-flow toilet. To receive the rebate, customers had to present the old toilet and proof of purchase of a new 1.6 gallon low-flow toilet at one of two Toilet Round-Up events, one in July and one in August. Customers of both Seattle Public Utilities (SPU) and Purveyor utilities (Purveyors) could participate in these events.

The major purposes of the Toilet Round-Up events were to:

1. Raise awareness of and attention to low-flow toilets among residential customers through a promotional strategy that would attract media coverage.
2. Accomplish a limited (and controlled) number of toilet change-outs through the rebate offer.
3. Obtain cost-effective water savings for the utility
4. Test a toilet rebate delivery strategy for single family residential customers

Data from this survey will also appear in the overall evaluation report for 2001 residential conservation services due out in the second quarter of 2002. The purpose of this report is to provide some interim information for program assessment and planning. (For more complete data, please refer to an earlier e-mail that attached the frequencies for each question. Cross-tabs are available upon request, as is the data in SPSS format.)

Research Questions

This study addressed the following research questions:

1. What are the characteristics of participants in the Toilet Round-Ups?
2. How did participants get information about the program?
3. What knowledge and attitudes did participants have about low flow toilets prior to participating?
4. Why did customers participate (includes level of free ridership)?

5. How well did program elements work?
6. What brands of toilets did customers buy and how satisfied have they been with their new toilets?

Methods

SPU and Purveyor staff, in conjunction with their evaluation contractor, Dethman & Tangora LLC, designed the survey instrument and oversaw the survey conduct and analysis. Using a computer-assisted telephone interviewing system (CATI), Market Data Research, Inc., a full-service fielding company in Tacoma, Washington, conducted telephone interviews with 217 participants in October 2001.

SPU's database of 2654 participants was divided into SPU (n = 1199) and Purveyor (n = 1455) customers, and placed in random order for calling. (Note: A small number of participants who received more than three rebates were excluded from this survey so that fielding could be simplified.) The sample design called for 200 completed surveys, with sample quotas that paralleled Seattle-Purveyor participant proportions (45% Seattle; 55% Purveyor). However, some extra surveys were completed, resulting in a total of 217 surveys, with 47% from Seattle (n = 103) and 53% from Purveyor utilities (n = 114). Since statistical comparisons found very few differences between Seattle and Purveyor customers, the sample has not been weighted to reflect this small departure from population proportions.

A random sample size of 217 provides a + or – error rate of 6% at the 95% confidence level. Given that respondents appear quite homogenous across a number of key variables, the error rate is probably smaller. Thus, these data reliably represent the views of participants taking part in the Toilet Round-Ups. Interviews lasted 10 to 14 minutes. The questionnaire is attached in Appendix A.

Bottom Line Analysis

This survey of participants suggests the following conclusions about the Toilet Rebate program:

- ✓ Various marketing and advertising approaches are needed to notify and attract customers to a Round-Up event. Still, participants were less likely to have found out about the Round-Ups through television ads (5%), than through newspaper articles (18%), other people (18%), at the stores where they bought their toilets (18%), through a mailing from their utility (15%), and through newspaper ads (13%).
- ✓ The program did attract some key and desirable audiences. First, 19% said they were not familiar with low-flow toilets. Second, compared to the general population, the program attracted larger households and households with more

toilets. Third, the program helped some people get past their reservations about low-flow toilets.

- ✓ People who were either familiar with or not familiar with low-flow toilets had fewer concerns than those who had some knowledge. This suggests a “little knowledge is a dangerous thing,” and that it’s very important to increase consumer knowledge and counteract negative perceptions about low-flow toilets.
- ✓ Most customers were already thinking about replacing a toilet when the rebate program came along. When asked why they participated, 59% said they needed to replace a poorly working toilet and 8% said they were remodeling the bathroom. Participants were much less likely to give conserving water, the rebate, and saving money as reasons to participate.
- ✓ Of the 313 toilets that were rebated through this sample of participants, 27% were likely “free riders” – toilets that were in the process of being installed or that participants say they definitely would have installed without the program.
- ✓ The program generated substantial attention and 92% gave the clarity of program rules excellent or good ratings. However, a number of participants were frustrated with how things went on the days of the events, with 34% giving fair and poor ratings to the ease of participating. However, despite some hassles, 86% would recommend the event to others if more round-ups were held.

Summary of Key Findings

These findings will follow the order of the questions listed above.

1. What are the characteristics of participants in the Toilet Round-Ups?

- Sixty-four percent of respondents reported they received one rebate, while 28% received two, and 8% received three rebates. In all, this sample of participants installed 313 low-flow toilets.
- In over three-quarters of the cases, someone in the household or a friend installed the toilet(s), and only 16% used plumbers.
- Most participants were 35 years of age or older (89%), with 25% past age 65. Over half of participants were male (61%). Half of the entire sample had incomes over \$50,000 per year, 27% has incomes below \$50,000 per year, and 23% did not give their incomes. Although not asked, it is assumed that most participants were homeowners (or landlords), since few renters would have the motivation or authority to replace toilets.

- Just over half (53%) of participants report their households have “taken a lot of actions to save water;” 36% say they have “taken some actions;” and 10% say they have “taken few actions to save water.”
- Compared to general customer population statistics from the 2001 Regional Residential Conservation Survey, Toilet Round-Up participant households have larger household sizes and more toilets.
- Just over half (51%) of participant households had three or more regular occupants compared to 39% of the general population.
- Just 14% percent of participants report having one toilet in their household (compared to 33% in the general population); 39% have two (compared to 37% in the general population); 38% have three (compared to 25%), and 8% have four or more toilets (compared to 4%).

2. How did participants get information about the program?

- Participants reported they found out about the Toilet Round-Ups in from these sources in 5% or more of cases:
 - 1 From another person (18%)
 - 2 In a newspaper article (18%)
 - 3 At the store where they bought their toilet (18%)
 - 4 In a direct mailing (not the bill) from their utility (15%)
 - 5 In a newspaper advertisement (13%)
 - 6 In a bill insert (8%)
 - 7 In a TV advertisement (5%)
- Of those 13% who found out through a newspaper ad, 57% said it was a general ad, 14% said they was a Home Depot ad, and 7% said it was a Lowe’s ad; 21% could not recall the type of ad they saw. Of this same group, 32% say they saw the ad in the Seattle Times; 21% in the P-I; and 11% in the Eastside Journal. Another 20% (1 respondent each) saw the ad in a smaller circulation papers such as the Edmonds Beacon.
- Respondents were asked separately about specific sources of information that might have provided them with initial or additional information about the Round-Up. Over half (58%) of participants say they did get information from the store where they bought their new toilet, and of those who did get in-store information 90% report it was helpful. Sixteen percent did use the Savingwater.org website, and of those, 94% found it helpful. Very few got information from the Conservation Hotline (6%), but of those who did, 92% said it was helpful.

3. What knowledge and attitudes did participants have about low flow toilets prior to participating?

- About a third of respondents (36%) say they were very familiar with low-flow toilets before participating in the Toilet Round-Up, and another 42% say they were somewhat familiar. Notably, however, 19% reported they were not familiar with this type of toilet.
- Notable proportions of participants did have some concerns about low-flow toilets. Forty percent were concerned they'd have to flush a low-flow toilet more than once per use, 31% were concerned it would clog up more often, and 11% thought they might have to clean a low-flow toilet more often. Those who had only some knowledge (were "somewhat familiar") with low-flow toilets consistently had the highest level of concern about potential problems; close to half of this group were concerned about each type of problem. On the other hand, a third or fewer of "very familiar" respondents were concerned, and those who knew little about low-flow toilets most often said they "didn't know."
- Those who were concerned were asked why they participated in the Round-Up anyway. Consistent with the overall reasons to participate described in the next bullet, most had a toilet that needed replacing (26%) and/or wanted to conserve water (24%). Some said they had heard good things about low-flow toilets (15%), liked the rebate (14%), wanted to see how these toilets worked (12%), and wanted to save money (11%).
- Almost all participants expect to save water with their new toilets (96%), but only 72% expect to see savings on their utility bills.

4. Why did customers participate (includes level of free ridership)?

- When asked to give their reasons to participate in the Toilet Round-Ups, many respondents had more than one reason. However, respondents most frequently said that their "toilet needed to be replaced" (59%). Another 26% said they wanted to conserve water; 15% cited the \$40 rebate; 13% wanted to save money; 8% said they were remodeling the bathroom; and 31% gave a variety of other reasons (each with less than 7% of respondents).
- When asked to rate how important specific factors were in their decision, the ability to recycle their toilet (74%) and wanting to do something good for the environment (69%) received the highest proportions of very important ratings. Saving money on water and sewer bills was very important to 60% of respondents; protecting fish was very important to 56%; the rebate was very important to 54%; and responding to the drought was very important to 53%. The time limited nature of the offer and the need to remodel the bathroom (not just replace the toilet) each received 35% very important ratings.

- This sample of participants received rebates for 313 toilets. Of these toilets, 27% were likely “free riders”: toilets that were in the process of being installed or would definitely have been installed without the rebate.
- Of those who received one rebate, 77% said the toilet they replaced was the most used toilet in their household, and 63% said the old toilet was over 20 years old (and thus consumed much more water).
- Among those who received multiple rebates, 87% said at least one of the toilets replaced was the most used toilet in the household, and 63%, across all the toilets replaced, said the toilets were over 20 years old.

5. How well did program elements work?

- Half of participants rated the clarity of the program rules as excellent and another 42% gave a good rating.
- The ease and convenience of participating on the day of the event received 29% excellent ratings, 25% good ratings, 19% fair ratings, and 25% poor ratings. Still, 86% said it was “worth the effort and they would recommend it to others” if the event was held again.

6. What brands of toilets did participants buy and how satisfied have they been with their new toilets?

- American Standard and Kohler were the two most common brands of replacement toilets among those who received more than one rebate (about one-third each).
- Overall, 92% say they would recommend low-flow toilets to a friend.
- Those who received one rebate have been satisfied with their new toilet (74% very satisfied; 18% somewhat satisfied), and think it works better than (63%), or about the same as (23%), their old toilet. Nine percent, however, reported the new toilet works less well.
- Fifty-eight percent of those who received one rebate say they flush their new toilet about the same amount and 19% say they flush it less. However, 17% say they flush the new toilet more.
- Participants who received multiple rebates were asked to give information about each toilet they replaced, beginning with the one they would use the most. Due to limiting the survey length, not all questions were asked about all toilets. Satisfaction and use ratings for the “most used” toilet among respondents who received multiple rebates are similar to ratings among those who received one rebate.

2001 Toilet Round-Up Participant Questionnaire

Q.1 1. Hello, my name is _____ and I'm calling on behalf of your local government. May I please speak to (READ NAME FROM LIST)? This summer you participated in a Toilet Round-Up where you brought in (INSERT NUMBER OF REBATES FROM SAMPLE) old toilet(s) and received a rebate for each replacement toilet, is that correct? (IF YES) Great. I'd like to complete a short survey with you to help us evaluate this program. I want to assure you that your answers are confidential and your name and phone number will not be provided to anyone else.

(5-6)

Initial Call Back: Appointment01
 Initial Call Back: No Appointment02
 Respondent Not Available03
 Initial Refusal04
 Screen Out Did not Purchase Toilet ..05
 Communication Barrier06
 Continue Survey07

[IF THE ANSWER IS 1-6, THEN SKIP TO QUESTION 82]

Q.2 3. RECORD NUMBER OF REBATES FOR NEW TOILETS FROM SAMPLE

(11)

1 1
 2 2
 3 3
 Four or more ..4

Q.3 RECORD CHECK NUMBER FROM SAMPLE (THIS NEEDS TO BE TOTALLY ACCURATE - DOUBLE-CHECK BEFORE PRESSING ENTER)

CHECK NUMBER (100-105)

Q.4 RECORD SAMPLE LIST

(99)

Seattle Residents ...1
 Purveyors Sample ..2

Q.5 4. First, it will really help plan future efforts if we know how you found out about the Toilet Round Up. Can you tell me how you found out? Please be as specific as possible. (DO NOT READ LIST. USE AS PROMPTS TO GET SPECIFIC REPLIES; RECORD ALL REPLIES)

(12-29)

At the store where I bought my toilet01
 From another person, word of mouth02
 In a radio advertisement or announcement03
 In a radio promotion that mentioned a giveaway04
 In a TV advertisement05
 In a TV News story06
 In a direct mailing from a hardware or plumbing store ..07
 In a mailing from a water or electric utility/not with bill ..08
 In a bill insert from my water utility09
 In a newspaper article10
 In a newspaper ad11
 OTHER (PLEASE SPECIFY)12
 DON'T KNOW/REFUSED13

[IF THE ANSWER IS 11, THEN SKIP TO QUESTION 6]
[IF THE ANSWER IS 12, THEN SKIP TO QUESTION 10]
[IF THE ANSWER IS 1-10 OR 13, THEN SKIP TO QUESTION 11]

Q.6 5. Was that a general newspaper ad for the Toilet Round Up, part of a Home Depot ad, or part of an ad for another store?

(30-31)
General ad01
Home Depot ad02
Another Store03
OTHER SPECIFY04
DON'T KNOW/REFUSED ..05

[IF THE ANSWER IS 4, THEN SKIP TO QUESTION 7]
[IF THE ANSWER IS 1-3 OR 5, THEN SKIP TO QUESTION 8]

Q.7 5a. OTHER (SPECIFY OTHER)

____ (76-150)

Q.8 6. Do you recall what paper you saw the newspaper ad in?

(32-33)
Edmonds Beacon01
Edmonds Enterprise02
Eastside Journal03
Highline Times/DesMoines Times ..04
Jet City Maven05
Northshore Citizen06
Kirkland Courier07
Newcastle News 08
South County Weekly09
(OTHER) SPECIFY10
DON'T KNOW/REFUSED 11

[IF THE ANSWER IS 10, THEN SKIP TO QUESTION 9]
[IF THE ANSWER IS 1-9 OR 11, THEN SKIP TO QUESTION 10]

Q.9 6a. NEWSPAPER (SPECIFY OTHER)

____ (151-225)

[IF THE ANSWER TO QUESTION 5 IS NOT 12, THEN SKIP TO QUESTION 11]

Q.10 7. (CAN YOU TELL ME HOW YOU FOUND OUT ABOUT THE TOILET ROUND UP?)
SPECIFY OTHER

____ (226-300)

Q.11 8. To Your knowledge, who sponsored the Toilet Round-Up and provided the rebate for your new toilet(s)?

(34-35)
Water Department01
Seattle Public Utilities/ Seattle Water Dept. (SPECIFIC) ..02
Specific water utility other than Seattle, e.g. Kirkland etc..03
Puget Sound Energy04
OTHER (SPECIFY)05
DON'T KNOW/REFUSED 06
City or local government 07

[IF THE ANSWER IS 3, THEN SKIP TO QUESTION 12]

[IF THE ANSWER IS 5, THEN SKIP TO QUESTION 13]
[IF THE ANSWER IS 1 OR 2 OR 4 OR 6 OR 7, THEN SKIP TO QUESTION 14]

Q.12 8a. WATER UTILITY OTHER THAN SEATTLE (SPECIFY OTHER)

____ (301-375)

[IF THE ANSWER TO QUESTION 11 IS 3, THEN SKIP TO QUESTION 14]

Q.13 8b. OTHER SPECIFY

____ (376-450)

Q.14 9. Now please tell me why you decided to participate in the Toilet Round-Up? (PROBE SPECIFICS)

____ (451-600)

Q.15 10. How important were each of the following factors in your decision to participate in the Toilet Round-up? The \$40 or other rebate you received. (READ AS NECESSARY) Would you say that was very important, somewhat important, not too important or not at all important?

(36)
Very important1
Somewhat important2
Not too important3
Not at all important4
DON'T KNOW/REFUSED .. 5

Q.16 11. Doing something good for the environment

(37)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.17 12. Being able to recycle your old toilet

(38)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.18 13. Responding to this years drought conditions

(39)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.19 14. Saving on your water and sewer bills

(40)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.20 15. Making sure fish have enough water to survive

(41)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.21 16. The limited time available of the rebate offer

(42)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.22 17. Wanting to remodel your bathroom

(43)
Very Important1
Somewhat Important2
Not Too Important3
Not at All Important4
DON'T KNOW/REFUSED .. 5

Q.23 18. Did you get any information about the Toilet Round-Up from the store where you bought your new toilet?

(44)
Yes1
No2
DON'T KNOW/REFUSED .. 3

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 25]

Q.24 19. Was the store helpful?

(45)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.25 20. Did you get any information about the Toilet Round-Up from the Conservation Hotline (684-SAVE)?

(46)
Yes1
No2
DON'T KNOW/REFUSED .. 3

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 27]

Q.26 21. Was the Hotline Helpful?

(47)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

Q.27 22. Did you get any information about the Toilet Round-Up from the Savingwater.org website?

(48)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

[IF THE ANSWER IS 2-3, THEN SKIP TO QUESTION 29]

Q.28 23. Was the website helpful?

(49)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

Q.29 24. How familiar were you with low-flow toilets before deciding to participate in the Toilet Round-Up. Would you say....

(50)
Very familiar 1
Somewhat familiar 2
Not familiar 3
DON'T KNOW/REFUSED .. 4

Q.30 25. Before replacing your toilet(s), were you concerned you'd have to flush a low-flow toilet more than once per use?

(51)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

Q.31 26. Were you concerned a low-flow toilet would clog up more often?

(52)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

Q.32 27. Were you concerned you'd have to clean a low-flow toilet more often?

(53)
Yes 1
No 2
DON'T KNOW/REFUSED .. 3

[IF THE ANSWER TO QUESTION 30 IS 2-3, AND...]
[IF THE ANSWER TO QUESTION 31 IS 2-3, AND...]
[IF THE ANSWER TO QUESTION 32 IS 2-3, THEN SKIP TO QUESTION 34]

Q.33 28. Why did you decide to go ahead and participate in the Toilet Round-Up anyway?
Please be specific. (PROBE: Anything else? Please be specific)

(601-900)

Q.34 29. Now I'd like to ask you about the Toilet Round-Up program and event itself. First, how would you rate the clearness of the program rules? Would you say...

(54)
 Excellent1
 Good2
 Fair3
 Poor4
 DON'T KNOW/REFUSED .. 5

Q.35 30. How would you rate the ease and convenience of participating on the day of the event?

(55)
 Excellent1
 Good2
 Fair3
 Poor4
 DON'T KNOW/REFUSED .. 5

Q.36 31. Overall, would you say participating in the Toilet Round-Up was: (1) Definitely worth the effort and you'd recommend it to others if it happened again; (2) Worth the effort, but you're not sure if you'd recommend it to others; OR (3) Not worth the effort, and you would probably not recommend it to others.

(56)
 Definitely worth the effort/ would recommend it to others .. 1
 Worth the effort/would not recommend it to others2
 Not worth the effort/would not recommend it to others 3
 DON'T KNOW/REFUSED4

Q.37 Why do you feel that way?

(901-1200)

Q.38 37. Do you expect to save water with your new toilet(s)?

(57)
 Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.39 35. Do you expect to see savings on your utility bill because of the new toilet(s)?

(58)
 Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.40 36. Would you recommend low-flow toilets to a friend?

(59)
 Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.41 37. Did participating in the Toilet Round-Up cause you to make any other steps to save water in your household?

(60)
 Yes 1
 No 2
 DON'T KNOW/REFUSED .. 3

Q.42 38. My records show that you received && rebates through the Toilet Round-Up, is that correct? (ESTABLISH CORRECT NUMBER)

(61)
 1 1
 2 2
 3 3
 4 or more .. 4

[IF THE ANSWER IS 2-4, THEN SKIP TO QUESTION 51]

Q.43 39. Now I have a few questions about your new toilet. Who installed this new toilet for you? Was it you or another member of your household, a friend, a plumber, or someone else?

(62)
 Respondent/Member of the household 1
 Friend/Family member outside of household .. 2
 Plumber 3
 Someone Else 4
 DON'T KNOW/REFUSED 5

Q.44 40. (READ CAREFULLY) Would you say you definitely would not have installed this new toilet at this time without the Toilet Round-Up; Probably would not have installed this new toilet at this time without the Toilet Round-Up; probably would have installed this new toilet at this time anyway; definitely would have installed this old toilet at this time anyway; or that you had already taken steps to plan, to buy or install this new toilet before the Toilet Round-Up?

(63)
 Definitely would not have installed new toilet 1
 Probably would not have installed new toilet 2
 Probably would have installed toilet at this time ... 3
 Definitely would have installed toilet at this time .. 4
 Was already installing at this time 5
 DON'T KNOW REFUSED 6

Q.45 41. Did this new toilet replace the toilet that is used the most in your household?

(64)
 Yes 1
 No 2
 DON'T KNOW/REFUSED .. 3

Q.46 42. Was the toilet you replaced more than 20 years old?

(65)
 Yes 1
 No 2
 DON'T KNOW/REFUSED .. 3

Q.47 43. How satisfied have you been with the performance of your new toilet? Would you say..

(66)
 Very Satisfied 1
 Somewhat Satisfied 2
 Not too Satisfied 3
 Not at all Satisfied 4
 DON'T KNOW/REFUSED .. 5

Q.48 44. Why do you say &&? Please be as specific as possible. (PROBE:) Any other reasons for your rating? Please be as specific as possible.

(1201-1500)

Q.49 45. Do you think your new toilet works better than the old toilet replaced, works less well, or works about the same?

(67)
Works better1
Works less well2
Works about the same3
DON'T KNOW/REFUSED .. 4

Q.50 45. Do you think you flush the same number of times, flush more often, or flush less often with the new toilet as with the old one.

(68)
Flush the same amount1
Flush more2
Flush Less3
DON'T KNOW/REFUSED .. 4

[IF THE ANSWER IS 1-4, THEN SKIP TO QUESTION 73]

Q.51 39. Now I'd like to ask you a few questions about your new toilets. Did any of these new toilets replace the toilet that is used the most often in your household?

(69)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.52 40. (READ CAREFULLY) Now please identify in your mind the new toilet that will probably be used the most among the new toilets you installed. The next few questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

(70)
Definitely would not have installed new toilet 1
Probably would not have installed new toilet 2
Probably would have installed toilet at this time 3
Definitely would have installed toilet at this time .. 4
Was already installing toilet at this time5
DON'T KNOW/REFUSED6

Q.53 41. Did this toilet replace a toilet more than 20 years old?

(71)
Yes1
No2
DON'T KNOW/REFUSED .. 3

Q.54 42. What was the brand of this new toilet?

(72-73)

American Standard	01
Caroma	02
Crane	03
Eljer	04
Gerber	05
Kohler	06
Mansfield	07
Toilet to Go	08
Toto	09
Universal Rundle	10
Western pottery	11
Cadet	12
OTHER (SPECIFY)	18
DK/REF/NA	19

[IF THE ANSWER IS 12, THEN SKIP TO QUESTION 55]
[IF THE ANSWER IS 1-11 OR 13, THEN SKIP TO QUESTION 56]

Q.55 42a. BRAND OF NEW TOILET (SPECIFY OTHER)

_____ (1501-1575)

Q.56 43. How satisfied have you been with the performance of this new toilet? Would you say...

(74)

Very Satisfied	1
Somewhat Satisfied	2
Not too Satisfied	3
Not at all Satisfied	4
DON'T KNOW/REFUSED ..	5

Q.57 44. Why do you say &&? Please be as specific as possible. (PROBE) Any other reasons for your rating? Please be as specific as possible.

_____ (1576-1875)

Q.58 44. Do you think this new toilet works better than the old toilet it replaced, works less well, or works about the same?

(75)

Works better	1
Works less well	2
Works about the same	3
DON'T KNOW REFUSED ..	4

Q.59 45. Do you think you flush the same number of times, flush more often, or flush less often with the new toilet as with the old one it replaced?

(76)

Flush the same amount	1
Flush more	2
Flush Less	3
DON'T KNOW/REFUSED ..	4

Q.60 46. Who installed this new toilet for you? Was it you or another member of your household, a friend, a plumber, or someone else?

(77)
 Respondent/Member of the household ..1
 Friend2
 Plumber3
 Someone Else4
 DON'T KNOW/REFUSED 5

Q.61 47. (READ CAREFULLY) Now think about the toilet that will be used the second most often among the toilets you replaced. The next questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; Definitely would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

(78)
 Definitely would not have installed new toilet 1
 Probably would not have installed new toilet 2
 Probably would have installed toilet at this time 3
 Definitely would have installed toilet at this time .. 4
 Was already installing toilet at this time5
 DON'T KNOW/REFUSED6

Q.62 48. Did this toilet replace a toilet more than 20 years old?

(79)
 Yes1
 No2
 DON'T KNOW/REFUSED .. 3

Q.63 49. What was the brand of this new toilet?

(80-81)
 American Standard01
 Caroma02
 Crane03
 Eljer04
 Gerber05
 Kohler06
 Mansfield07
 Toilet to Go08
 Toto09
 Universal Rundle10
 Western pottery11
 OTHER (SPECIFY)12
 DON'T KNOW/REFUSED .. 13

[IF THE ANSWER IS 12, THEN SKIP TO QUESTION 64]
 [IF THE ANSWER IS 1-11 OR 13, THEN SKIP TO QUESTION 65]

Q.64 49a. BRAND OF NEW TOILET (SPECIFY OTHER)

(1876-1950)

Q.65 50. How satisfied have you been with the performance of this new toilet? Would you say...

(82)
 Very Satisfied1
 Somewhat Satisfied2
 Not too Satisfied3
 Not at all Satisfied4
 DON'T KNOW/REFUSED .. 5

Q.66 51. Why do you say &&? Please be as specific as possible. (PROBE) Any other reasons for your rating? Please be as specific as possible.

(1951-2250)

[IF THE ANSWER TO QUESTION 43 IS 2, THEN SKIP TO QUESTION 73]

Q.67 52. (READ CAREFULLY) Now think about the toilet that will be used the third most often among the toilets you replaced. The next questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; Definitely would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

(83)

Definitely would not have installed new toilet	1
Probably would not have installed new toilet	2
Probably would have installed toilet at this time	3
Definitely would have installed toilet at this time ..	4
Was already installing toilet at this time	5
DON'T KNOW/REFUSED	6

Q.68 53. Did this toilet replace a toilet more than 20 years old?

(84)

Yes	1
No	2
DON'T KNOW/REFUSED ..	3

Q.69 54. Do you know the brand of the toilet that will be used the third most often?

(85-86)

American Standard	01
Caroma	02
Crane	03
Eljer	04
Gerber	05
Kohler	06
Mansfield	07
Toilet to Go	08
Toto	09
Universal Rundle	10
Western pottery	11
OTHER (SPECIFY)	12
DON'T KNOW/REFUSED ..	13

Q.70 54A. BRAND OF THIRD TOILET (SPECIFY OTHER)

_ (2251-2325)

Q.71 55. How satisfied have you been with the performance of this new toilet? Would you say...

(87)

Very Satisfied	1
Somewhat Satisfied	2
Not too Satisfied	3
Not at all Satisfied	4
DON'T KNOW/REFUSED ..	5

Q.72 56. Why do you say &&? Please be as specific as possible. (PROBE) Any other reasons for your rating? Please be as specific as possible.

(2326-2625)

Q.73 57. I now have a few final questions to help us understand our data better. How many toilets do you have in your home?

(88)

11
22
33
44
55
6 or more6
DON'T KNOW/REFUSED .. 7

Q.74 58. And how many more toilets in your home would you consider replacing with low-flow toilets?

(89)

None1
One2
Two3
Three4
Four5
Five6
Six or more7
DON'T KNOW REFUSED .. 8

Q.75 59. How many people regularly live in your household?

(90)

One1
Two2
Three3
Four4
Five5
Six6
Seven or more7
DON'T KNOW/REFUSED .. 8

Q.76 60. How would you describe your household's actions to save water? Would you say you've already... (READ LIST)

(91)

Taken a lot of actions to save water ..1
Taken some actions to save water2
Taken a few actions to save water3
DON'T KNOW/REFUSED 4

Q.77 61. Please tell me which category best describes your age? Is it... (READ LIST)?

(92)

18 - 241
25 - 342
35 - 543
55 - 644
65+5

DON'T KNOW/REFUSED (DO NOT READ) .. 6

Q.78 62. RECORD RESPONDENT GENDER

(93)
Male 1
Female .. 2

Q.79 63. Which of the following broad categories best describes your household income, before taxes, for the year 2000? (READ LIST)

(94)
Less than \$25,000 1
\$25,000 up to \$50,000 2
\$50,000 up to 75,000 3
\$75,000 up to \$100,000 4
\$100,000 up to \$125,000 5
\$125,000 and up 6
DON'T KNOW/REFUSED(DON'T READ) .. 7

Q.80 On occasion, my supervisor calls to verify that I asked all of the questions correctly. For this purpose only, may I please record your first name? (IF HESITANT) Your initials?

_ (2626-2680)

Q.81 And the phone number I reached you at was _____ ? READ THE PHONE NUMBER ENTERED TO RESPONDENT TO VERIFY ACCURACY.

_ (2681-2690)

Q.82 Those are all the questions I have for you. Thank you so much for your help! (RECORD INTERVIEWER CODE)

(95-96)
INTERVIEWER #1 01
INTERVIEWER #2 02
INTERVIEWER #3 03
INTERVIEWER #4 04
INTERVIEWER #5 05
INTERVIEWER #6 06
INTERVIEWER #7 07
INTERVIEWER #8 08
INTERVIEWER #9 09
INTERVIEWER #10 .. 10
INTERVIEWER #11 .. 11
INTERVIEWER #12 .. 12
INTERVIEWER #13 .. 13
INTERVIEWER #14 .. 14
INTERVIEWER #15 .. 15
INTERVIEWER #16 .. 16
INTERVIEWER #17 .. 17
INTERVIEWER #18 .. 18
INTERVIEWER #19 .. 19
INTERVIEWER #20 .. 20
INTERVIEWER #21 .. 21
INTERVIEWER #22 .. 22
INTERVIEWER #23 .. 23
INTERVIEWER #24 .. 24

[IF THE ANSWER TO QUESTION 1 IS 1-6, THEN SKIP TO QUESTION 101]

Q.83 RECORD WHETHER THIS SURVEY WAS A COMPLETE OR A TERMINATE MIDWAY

(5-6)
-----01
-----02
-----03
-----04
-----05
-----06
Complete07
Terminate Midway ..08

[AN ANSWER OF 1-6 IS INCONSISTENT WITH AN ANSWER OF 1-4 TO QUESTION 2]

2001 Toilet Round-Up Participant Questionnaire Frequencies

TABLE 2: 3. RECORD NUMBER OF REBATES FOR NEW TOILETS FROM SAMPLE

	TOTAL
Base	217
1	139 64%
2	56 26%
3	21 10%
Four or more	1 0%

TABLE 4: RECORD SAMPLE LIST

	TOTAL
Base	217
Seattle Residents	103 47%
Purveyors Sample	114 53%

TABLE 5: 4. First, it will really help plan future efforts if we know how you found out about the Toilet Round Up. Can you tell me how you found out? Please be as specific as possible. (DO NOT READ LIST. USE AS PROMPTS TO GET SPECIFIC REPLIES; RECORD ALL REPLIES)

	TOTAL
Base	217
From another person, word of mouth	40 18%
In a newspaper article	39 18%
At the store where I bought my toilet	38 18%
In a mailing from a water or electric utility/not with bill	32 15%
In a newspaper ad	28 13%
In a bill insert from my water utility	17 8%
In a TV advertisement	10 5%
DON'T KNOW/REFUSED	10 5%

In a TV News story	8 4%
In a direct mailing from a hardware or plumbing store	4 2%
Internet	4 2%
In a radio advertisement or announcement	3 1%
In a radio promotion that mentioned a giveaway	1 0%
City Hall	1 0%
A Flyer	8 4%

TABLE 6: 5. Was that a general newspaper ad for the Toilet Round Up, part of a Home Depot ad, or part of an ad for another store?

	TOTAL
Base	28
General ad	16 57%
DON'T KNOW/REFUSED	6 21%
Home Depot ad	4 14%
Lowes	2 7%
No Response	189

TABLE 8: 6. Do you recall what paper you saw the newspaper ad in?

	TOTAL
Base	28
Seattle Times	9 32%
Seattle Post Intelligencer	6 21%
DON'T KNOW/REFUSED	5 18%
Eastside Journal	3 11%
Edmonds Beacon	1 4%
Highline Times/DesMoines Times	1 4%
Northshore Citizen	1 4%

Kent Valley News	1 4%
Mercer Island Reporter	1 4%
No Response	189

TABLE 11: 8. To Your knowledge, who sponsored the Toilet Round-Up and provided the rebate for your new toilet(s)?

	TOTAL
Base	217
Seattle Public Utilities/ Seattle Water Dept. (SPECIFIC)	100 46%
City or local government	34 16%
Water Department	33 15%
DON'T KNOW/REFUSED	29 13%
Puget Sound Energy	15 7%
Home Depot	2 1%
Lowes	1 0%
Bellevue Utilities	1 0%
Soos Creek	2 1%

TABLE 15: 10. How important were each of the following factors in your decision to participate in the Toilet Round-up? The \$40 or other rebate you received. (READ AS NECESSARY) Would you say that was very important, somewhat important, not too important or not at all important?

	TOTAL
Base	217
Very important	117 54%
Somewhat important	79 36%
Not too important	16 7%
Not at all important	5 2%
DON'T KNOW/REFUSED	0 0%

TABLE 16: 11. Doing something good for the environment

	TOTAL
Base	217
Very Important	149 69%
Somewhat Important	54 25%
Not Too Important	9 4%
Not at All Important	3 1%
DON'T KNOW/REFUSED	2 1%

TABLE 17: 12. Being able to recycle your old toilet

	TOTAL
Base	217
Very Important	160 74%
Somewhat Important	45 21%
Not Too Important	8 4%
Not at All Important	2 1%
DON'T KNOW/REFUSED	2 1%

TABLE 18: 13. Responding to this years drought conditions

	TOTAL
Base	217
Very Important	116 53%
Somewhat Important	67 31%
Not Too Important	17 8%
Not at All Important	15 7%
DON'T KNOW/REFUSED	2 1%

TABLE 19: 14. Saving on your water and sewer bills

	TOTAL
Base	217
Very Important	131 60%
Somewhat Important	64 29%
Not Too Important	12 6%
Not at All Important	5 2%
DON'T KNOW/REFUSED	5 2%

TABLE 20: 15. Making sure fish have enough water to survive

	TOTAL
Base	217
Very Important	121 56%
Somewhat Important	53 24%
Not Too Important	20 9%
Not at All Important	17 8%
DON'T KNOW/REFUSED	6 3%

TABLE 21: 16. The limited time available of the rebate offer

	TOTAL
Base	217
Very Important	76 35%
Somewhat Important	71 33%
Not Too Important	36 17%
Not at All Important	26 12%
DON'T KNOW/REFUSED	8 4%

TABLE 22: 17. Wanting to remodel your bathroom

	TOTAL
Base	217
Very Important	77 35%
Somewhat Important	33 15%
Not Too Important	26 12%
Not at All Important	80 37%
DON'T KNOW/REFUSED	1 0%

TABLE 23: 18. Did you get any information about the Toilet Round-Up from the store where you bought your new toilet?

	TOTAL
Base	217
Yes	125 58%
No	86 40%
DON'T KNOW/REFUSED	6 3%

TABLE 24: 19. Was the store helpful?

	TOTAL
Base	125
Yes	100 80%
No	22 18%
DON'T KNOW/REFUSED	3 2%
No Response	92

TABLE 25: 20. Did you get any information about the Toilet Round-Up from the Conservation Hotline (684-SAVE)?

	TOTAL
Base	217
Yes	12 6%
No	202 93%
DON'T KNOW/REFUSED	3 1%

TABLE 26: 21. Was the Hotline Helpful?

	TOTAL
Base	12
Yes	11
	92%
No	1
	8%
DON'T KNOW/REFUSED	0
	0%
No Response	205

TABLE 27: 22. Did you get any information about the Toilet Round-Up from the Savingwater.org website?

	TOTAL
Base	217
Yes	35
	16%
No	181
	83%
DON'T KNOW/REFUSED	1
	0%

TABLE 28: 23. Was the website helpful?

	TOTAL
Base	35
Yes	33
	94%
No	1
	3%
DON'T KNOW/REFUSED	1
	3%
No Response	182

TABLE 29: 24. How familiar were you with low-flow toilets before deciding to participate in the Toilet Round-Up. Would you say....

	TOTAL
Base	217
Very familiar	77
	35%
Somewhat familiar	91
	42%
Not familiar	42
	19%
DON'T KNOW/REFUSED	7
	3%

TABLE 30: 25. Before replacing your toilet(s), were you concerned you'd have to flush a low-flow toilet more than once per use?

	TOTAL
Base	217
Yes	87 40%
No	127 59%
DON'T KNOW/REFUSED	3 1%

TABLE 31: 26. Were you concerned a low-flow toilet would clog up more often?

	TOTAL
Base	217
Yes	68 31%
No	146 67%
DON'T KNOW/REFUSED	3 1%

TABLE 32: 27. Were you concerned you'd have to clean a low-flow toilet more often?

	TOTAL
Base	217
Yes	24 11%
No	189 87%
DON'T KNOW/REFUSED	4 2%

TABLE 34: 29. Now I'd like to ask you about the Toilet Round-Up program and event itself. First, how would you rate the clearness of the program rules? Would you say...

	TOTAL
Base	217
Excellent	109 50%
Good	91 42%
Fair	9 4%
Poor	3 1%
DON'T KNOW/REFUSED	5 2%

TABLE 35: 30. How would you rate the ease and convenience of participating on the day of the event?

	TOTAL
Base	217
Excellent	64 29%
Good	54 25%
Fair	41 19%
Poor	55 25%
DON'T KNOW/REFUSED	3 1%

TABLE 36: 31. Overall, would you say participating in the Toilet Round-Up was: (1) Definitely worth the effort and you'd recommend it to others if it happened again; (2) Worth the effort, but you're not sure if you'd recommend it to others; OR (3) Not worth the effort, and you would probably not recommend it to others.

	TOTAL
Base	217
Definitely worth the effort/ would recommend it to others	187 86%
Worth the effort/would not recommend it to others	24 11%
Not worth the effort/would not recommend it to others	3 1%
DON'T KNOW/REFUSED	3 1%

TABLE 38: 37. Do you expect to save water with your new toilet(s)?

	TOTAL
Base	217
Yes	206 95%
No	7 3%
DON'T KNOW/REFUSED	4 2%

TABLE 39: 35. Do you expect to see savings on your utility bill because of the new toilet(s)?

	TOTAL
Base	217
Yes	157 72%
No	49 23%
DON'T KNOW/REFUSED	11 5%

TABLE 40: 36. Would you recommend low-flow toilets to a friend?

	TOTAL
Base	217
Yes	200
	92%
No	9
	4%
DON'T KNOW/REFUSED	8
	4%

TABLE 41: 37. Did participating in the Toilet Round-Up cause you to take any other steps to save water in your household?

	TOTAL
Base	217
Yes	61
	28%
No	153
	71%
DON'T KNOW/REFUSED	3
	1%

TABLE 42: 38. My records show that you received && rebates through the Toilet Round-Up, is that correct? (ESTABLISH CORRECT NUMBER)

	TOTAL
Base	217
1	139
	64%
2	60
	28%
3	18
	8%
4 or more	0
	0%

TABLE 43: 39. Now I have a few questions about your new toilet. Who installed this new toilet for you? Was it you or another member of your household, a friend, a plumber, or someone else?

	TOTAL
Base	139
Respondent/Member of the household	101
	73%
Friend/Family member outside of household	7
	5%
Plumber	22
	16%
Someone Else	8
	6%
DON'T KNOW/REFUSED	1
	1%
No Response	78

TABLE 44: 40. (READ CAREFULLY) Would you say you definitely would not have installed this new toilet at this time without the Toilet Round-Up; Probably would not have installed this new toilet at this time without the Toilet Round-Up; probably would have installed this new toilet at this time anyway; definitely would have installed this old toilet at this time anyway; or that you had already taken steps to plan, to buy or install this new toilet before the Toilet Round-Up?

	TOTAL
Base	139
Definitely would not have installed new toilet	30 22%
Probably would not have installed new toilet	30 22%
Probably would have installed toilet at this time	27 19%
Definitely would have installed toilet at this time	30 22%
Was already installing at this time	19 14%
DON'T KNOW REFUSED	3 2%
No Response	78

TABLE 45: 41. Did this new toilet replace the toilet that is used the most in your household?

	TOTAL
Base	139
Yes	107 77%
No	30 22%
DON'T KNOW/REFUSED	2 1%
No Response	78

TABLE 46: 42. Was the toilet you replaced more than 20 years old?

	TOTAL
Base	139
Yes	88 63%
No	37 27%
DON'T KNOW/REFUSED	14 10%
No Response	78

TABLE 47: 43. How satisfied have you been with the performance of your new toilet? Would you say..

	TOTAL
Base	139
Very Satisfied	103 74%
Somewhat Satisfied	25 18%
Not too Satisfied	3 2%
Not at all Satisfied	2 1%
DON'T KNOW/REFUSED	6 4%
No Response	78

TABLE 49: 45. Do you think your new toilet works better than the old toilet replaced, works less well, or works about the same?

	TOTAL
Base	139
Works better	88 63%
Works less well	13 9%
Works about the same	32 23%
DON'T KNOW REFUSED	6 4%
No Response	78

TABLE 50: 45. Do you think you flush the same number of times, flush more often, or flush less often with the new toilet as with the old one.

	TOTAL
Base	139
Flush the same amount	80 58%
Flush more	23 17%
Flush Less	27 19%
DON'T KNOW/REFUSED	9 6%
No Response	78

TABLE 51: 39. Now I'd like to ask you a few questions about your new toilets. Did any of these new toilets replace the toilet that is used the most often in your household?

	TOTAL
Base	78
Yes	68 87%
No	8 10%
DON'T KNOW/REFUSED	2 3%
No Response	139

TABLE 52: 40. (READ CAREFULLY) Now please identify in your mind the new toilet that will probably be used the most among the new toilets you installed. The next few questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

	TOTAL
Base	78
Definitely would not have installed new toilet	20 26%
Probably would not have installed new toilet	23 29%
Probably would have installed toilet at this time	17 22%
Definitely would have installed toilet at this time	4 5%
Was already installing toilet at this time	11 14%
DON'T KNOW/REFUSED	3 4%
No Response	139

TABLE 53: 41. Did this toilet replace a toilet more than 20 years old?

	TOTAL
Base	78
Yes	48 62%
No	25 32%
DON'T KNOW/REFUSED	5 6%
No Response	139

TABLE 54: 42. What was the brand of this new toilet?

	TOTAL
Base	78
American Standard	25
	32%
Caroma	0
	0%
Crane	2
	3%
Eljer	10
	13%
Gerber	1
	1%
Kohler	26
	33%
Mansfield	0
	0%
Toilet to Go	0
	0%
Toto	5
	6%
Universal Rundle	0
	0%
Western pottery	0
	0%
OTHER (SPECIFY)	0
	0%
DON'T KNOW/REFUSED	6
	8%
Lamosa	2
	3%
Briggs	1
	1%
No Response	139

TABLE 56: 43. How satisfied have you been with the performance of this new toilet? Would you say...

	TOTAL
Base	78
Very Satisfied	63
	81%
Somewhat Satisfied	14
	18%
Not too Satisfied	0
	0%
Not at all Satisfied	0
	0%
DON'T KNOW/REFUSED	1
	1%
No Response	139

TABLE 58: 44. Do you think this new toilet works better than the old toilet it replaced, works less well, or works about the same?

	TOTAL
Base	78
Works better	43 55%
Works less well	9 12%
Works about the same	24 31%
DON'T KNOW REFUSED	2 3%
No Response	139

TABLE 59: 45. Do you think you flush the same number of times, flush more often, or flush less often with the new toilet as with the old one it replaced?

	TOTAL
Base	78
Flush the same amount	44 56%
Flush more	15 19%
Flush Less	17 22%
DON'T KNOW/REFUSED	2 3%
No Response	139

TABLE 60: 46. Who installed this new toilet for you? Was it you or another member of your household, a friend, a plumber, or someone else?

	TOTAL
Base	78
Respondent/Member of the household	59 76%
Friend	2 3%
Plumber	12 15%
Someone Else	5 6%
DON'T KNOW/REFUSED	0 0%
No Response	139

TABLE 61: 47. (READ CAREFULLY) Now think about the toilet that will be used the second most often among the toilets you replaced. The next questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; Definitely would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

	TOTAL
Base	78
Definitely would not have installed new toilet	28 36%
Probably would not have installed new toilet	17 22%
Probably would have installed toilet at this time	14 18%
Definitely would have installed toilet at this time	6 8%
Was already installing toilet at this time	10 13%
DON'T KNOW/REFUSED	3 4%
No Response	139

TABLE 62: 48. Did this toilet replace a toilet more than 20 years old?

	TOTAL
Base	78
Yes	52 67%
No	23 29%
DON'T KNOW/REFUSED	3 4%
No Response	139

TABLE 63: 49. What was the brand of this new toilet?

	TOTAL
Base	78
American Standard	29 37%
Caroma	0 0%
Crane	2 3%
Eljer	8 10%

Gerber	0 0%
Kohler	23 29%
Mansfield	0 0%
Toilet to Go	0 0%
Toto	4 5%
Universal Rundle	1 1%
Western pottery	1 1%
OTHER (SPECIFY)	0 0%
DON'T KNOW/REFUSED	6 8%
Lamosa	2 3%
Briggs	2 3%
No Response	139

TABLE 65: 50. How satisfied have you been with the performance of this new toilet? Would you say...

	TOTAL
Base	78
Very Satisfied	61 78%
Somewhat Satisfied	15 19%
Not too Satisfied	0 0%
Not at all Satisfied	1 1%
DON'T KNOW/REFUSED	1 1%
No Response	139

TABLE 67: 52. (READ CAREFULLY) Now think about the toilet that will be used the third most often among the toilets you replaced. The next questions are about this toilet. Would you say you definitely would not have installed this new toilet at this time without the Toilet Round Up; probably would not have installed this toilet at this time without the Round Up; probably would have installed this toilet at this time anyway; Definitely would have installed this toilet at this time anyway; or that you already taken steps to plan, buy or install this toilet before the Toilet Round Up?

	TOTAL
Base	25
Definitely would not have installed new toilet	7 28%
Probably would not have installed new toilet	5 20%
Probably would have installed toilet at this time	1 4%
Definitely would have installed toilet at this time	1 4%
Was already installing toilet at this time	5 20%
DON'T KNOW/REFUSED	6 24%
No Response	192

TABLE 68: 53. Did this toilet replace a toilet more than 20 years old?

	TOTAL
Base	25
Yes	10 40%
No	9 36%
DON'T KNOW/REFUSED	6 24%
No Response	192

TABLE 69: 54. Do you know the brand of the toilet that will be used the third most often?

	TOTAL
Base	25
American Standard	7 28%
Caroma	0 0%
Crane	0 0%
Eljer	3 12%
Gerber	0

	0%
Kohler	5
	20%
Mansfield	0
	0%
Toilet to Go	0
	0%
Toto	0
	0%
Universal Rundle	0
	0%
Western pottery	0
	0%
OTHER (SPECIFY)	0
	0%
DON'T KNOW/REFUSED	9
	36%
Lamosa	0
	0%
Briggs	1
	4%
No Response	192

TABLE 71: 55. How satisfied have you been with the performance of this new toilet? Would you say...

	TOTAL
Base	25
Very Satisfied	15
	60%
Somewhat Satisfied	1
	4%
Not too Satisfied	0
	0%
Not at all Satisfied	0
	0%
DON'T KNOW/REFUSED	9
	36%
No Response	192

TABLE 73: 57. I now have a few final questions to help us understand our data better. How many toilets do you have in your home?

	TOTAL
Base	217
1	30
	14%
2	85

	39%
3	82 38%
4	11 5%
5	3 1%
6 or more	4 2%
DON'T KNOW/REFUSED	2 1%

TABLE 74: 58. And how many more toilets in your home would you consider replacing with low-flow toilets?

	TOTAL
Base	217
None	140 65%
One	46 21%
Two	22 10%
Three	5 2%
Four	1 0%
Five	0 0%
Six or more	0 0%
DON'T KNOW REFUSED	3 1%

TABLE 75: 59. How many people regularly live in your household?

	TOTAL
Base	217
One	17 8%
Two	89 41%
Three	37 17%
Four	47 22%
Five	14 6%
Six	8 4%

Seven or more	4 2%
DON'T KNOW/REFUSED	1 0%

TABLE 76: 60. How would you describe your household's actions to save water? Would you say you've already... (READ LIST)

	TOTAL
Base	217
Taken a lot of actions to save water	115 53%
Taken some actions to save water	77 35%
Taken a few actions to save water	21 10%
DON'T KNOW/REFUSED	4 2%

TABLE 77: 61. Please tell me which category best describes your age? Is it... (READ LIST)?

	TOTAL
Base	217
18 - 24	2 1%
25 - 34	19 9%
35 - 54	116 53%
55 - 64	23 11%
65+	54 25%
DON'T KNOW/REFUSED (DO NOT READ)	3 1%

TABLE 78: 62. RECORD RESPONDENT GENDER

	TOTAL
Base	217
Male	132 61%
Female	85 39%

TABLE 79: 63. Which of the following broad categories best describes your household income, before taxes, for the year 2000? (READ LIST)

	TOTAL
Base	217
Less than \$25,000	10 5%
\$25,000 up to \$50,000	47 22%
\$50,000 up to 75,000	40 18%
\$75,000 up to \$100,000	42 19%
\$100,000 up to \$125,000	16 7%
\$125,000 and up	13 6%
DON'T KNOW/REFUSED (DON'T READ)	49 23%

TABLE 86: Q9. Now Please tell me why you decided to participate in the Toilet Round-Up? (SPECIFY OTHER) (CODED RESPONSES)

	TOTAL
Base	217
Toilet needed to be replaced	126 58%
To conserve water	56 26%
The \$40 rebate	32 15%
Save Money	29 13%
Remodeling Bathroom	17 8%
The timing was right	15 7%
Recycling Purposes	15 7%
Energy Efficient	11 5%
Good idea	11 5%
Seattle Public Utilities	6

	3%
Wanted to see how low-flow toilets worked	4 2%
Because of the Drought	2 1%
Saw a demonstration	2 1%
DON'T KNOW/REFUSED	1 0%

TABLE 87: Q28. Given these concerns, why did you decide to go ahead and participate in the Toilet Round-Up? Anything else? (CODED RESPONSES)
TOTAL

Base	101
Toilet needed to be replaced	28 28%
To conserve water	24 24%
Heard good things about low- flow toilets	15 15%
The \$40 rebate	14 14%
Wanted to see how low-flow toilets worked	12 12%
Save Money	11 11%
Recycling Purposes	8 8%
Saw a demonstration	6 6%
Help the environment	6 6%
Good idea	5 5%
Energy Efficient	4 4%
Remodeling Bathroom	3 3%
The timing was right	3 3%
Because of the Drought	1 1%
DON'T KNOW/REFUSED	4 4%
No Response	116

TABLE 88: T37. Why do you feel that way? (CODED RESPONSES)

	TOTAL
Base	217
Felt it was a good program	73 34%
Important to save water	47 22%
The rebate	42 19%
Too crowded/Lines were too long	39 18%
Recycling purposes	36 17%
Helps preserve the Environment	26 12%
Good way to get rid of old toilet	26 12%
Saves money	18 8%
It was convenient	16 7%
Needed a new toilet	10 5%
More round-ups needed	7 3%
Was not organized	4 2%
Does not clog up	1 0%
Protect the salmon	1 0%
DON'T KNOW/REFUSED	7 3%

TABLE 89: Q44. Why do you say&&? Any other reasons for this rating? (CODED RESPONSES)

	TOTAL
Base	137
Works well	67 49%
Uses less water	19 14%
Have to flush more than once	14 10%
Flushes better	13 9%

Looks good/nice design	12 9%
Haven't installed it yet	8 6%
No Problems	8 6%
Clogs up to easy	6 4%
Clogs up too often	4 3%
No extra cleaning	4 3%
Needed new toilet	3 2%
Comfortable to sit on	3 2%
Hard to flush	2 1%
Old toilet leaks	2 1%
Much quieter	2 1%
Uses more water	1 1%
Hard to clean	1 1%
Doesn't leak	1 1%
Takes up less space	1 1%

TABLE 89: Q44. Why do you say&&? Any other reasons for this rating? (CODED RESPONSES)

	TOTAL
Base	137
Doesn't clog up	1 1%
Saves money	1 1%
Difficult installation	1 1%
Brand quality/brand recognition	1 1%
DON'T KNOW/REFUSED	4 3%
No Response	80

TABLE 90: T57 Q44 Why do you say &&? Any other reasons for your rating? (CODED RESPONSES)

	TOTAL
Base	81
Works just fine	31
	38%
Flushes better than the old toilet	12
	15%
Doesn't flush the first time	11
	14%
Clogs up sometimes	6
	7%
Don't have to flush twice	5
	6%
Tenants don't complain	4
	5%
Saves money	4
	5%
Very clean line	4
	5%
Saves water	3
	4%
Rubber gasket sticks up	3
	4%
Works poorly/worse than old toilet	3
	4%
Doesn't clog up	3
	4%
Quieter	3
	4%
Attractive/looks good	3
	4%
Easy to install	2
	2%
Haven't heard anything bad about it	2
	2%
Superior product	2
	2%
Worth the investment	2
	2%
Have to hold the handle down	1
	1%

TABLE 90: T57 Q44 Why do you say &&? Any other reasons for your rating? (CODED RESPONSES)

	TOTAL
Base	81
Less Maintenance	1 1%
Fills up faster	1 1%
Same as old toilet	1 1%
Comfortable	1 1%
Doesn't leak	1 1%
No smell	1 1%
Good for the environment	1 1%
Easy to get off and on	1 1%
No Response	136

TABLE 91: T66 Q51. Why do you say &&? Any other reasons for your rating? (CODED RESPONSES)

	TOTAL
Base	75
Works just fine	27 36%
Flushes better than the old toilet	10 13%
No Problems	9 12%
Doesn't flush the first time	8 11%
Tenants don't complain	5 7%
Saves water	5 7%
Saves money	5 7%
Attractive/looks good	5 7%
Clogs up sometimes	4 5%
Don't have to flush twice	2
Res Eval 2001 Vol 2	

	3%
Doesn't clog up	2 3%
Quieter	2 3%
Comfortable	2 3%
Rubber gasket sticks up	1 1%
Less Maintenance	1 1%
Fills up faster	1 1%
Same as old toilet	1 1%
Superior product	1 1%
Doesn't leak	1 1%

TABLE 91: T66 Q51. Why do you say &&? Any other reasons for your rating? (CODED RESPONSES)

	TOTAL
Base	75
No smell	1 1%
You don't get 100 flushes	1 1%
I have to clean it more often	1 1%
DON'T KNOW/REFUSED	1 1%
No Response	142

TABLE 92: T72 Q56. Why do you say &&? Any other reasons for your rating? (CODED RESPONSES)

	TOTAL
Base	21
Works just fine	9 43%
Flushes better than the old toilet	3 14%
Saves money	3 14%

Tenants don't complain	2 10%
Doesn't flush the first time	1 5%
Saves water	1 5%
Fills up faster	1 5%
Quieter	1 5%
Attractive/looks good	1 5%
No smell	1 5%
You don't get 100 flushes	1 5%
No Problems	1 5%
No Response	196

Final Report Seattle Public Utilities and Wholesale Purveyors WashWise Program 2001 Participant Survey Results

Introduction

This report summarizes feedback from 111 customers who participated in the WashWise program, sponsored by Saving Water Partnership (made up of Seattle Public Utilities and its wholesale purveyors) and Seattle City Light.

The overall purpose of the WashWise program is to accelerate awareness, acceptance, and use of qualified resource efficient washers. Over the years it has used advertising, promotions, public relations, retailer involvement, and a \$100 rebate (shared by the SWP and Seattle City Light for customers within its service territory) to encourage customers to purchase a qualified resource efficient machine. The purchaser receives a rebate form at the time of purchase, submits this completed form with the sales receipt to SPU, and receives the rebate by mail.

Research Purposes

This study gathered various types of information about participating customers to answer these major research questions:

1. What are the characteristics of participants in WashWise?
2. How did participants get information about the program?
3. What knowledge and attitudes did participants have about resource efficient washers prior to participating?
4. Why did customers participate (includes level of free ridership)?
5. How well did program elements work?
6. How satisfied have participants been with their new washers?

Methods

SPU staff, and their evaluation contractor, Dethman & Tangora LLC designed the survey instrument and oversaw the survey conduct and analysis. Using a computer-assisted telephone interviewing system (CATI), Market Data Research, Inc., a full-service fielding

company in Tacoma, Washington, conducted telephone interviews with the 111 participants in January 2002.

SPU's database of approximately 8000 participants was divided into Seattle and Purveyor groups and placed in random order for calling. The sampling design called for 100 completed surveys, with an equal Seattle-Purveyor split. Eleven additional surveys were gathered, with a resulting split of 51% of Seattle and 49% of Purveyor residents. Interviews lasted about 15 minutes.

A random sample size of 111 provides a + or – error rate of 10% at the 95% confidence level. Given that respondents appear quite homogenous across a number of key variables, the error rate is probably smaller. Thus, these data reliably represent the general views and behaviors of participants in WashWise. Very few differences surfaced between Seattle and Purveyor customers; thus, the findings have not been weighted to represent more precise geographic proportions and most findings are in terms of the whole sample. The questionnaire, basic frequencies, and crosstabs by Seattle and Purveyor customers is attached.

Bottom Line Analysis

WashWise is an effectively promoted and operated program, and over the years it has changed, and is changing customer awareness, knowledge, and attitudes – and the washing machine market.

- ✓ Regional data show that market penetration was low when the program began (2%); regional data now show penetration is 25-30%. and that many machines are bought without the help of a program incentive. However, data also show that the rebate itself only influences about 43% of purchasers, and over half of participants said they would still have bought the washer if the rebate had been cut in half.
- ✓ While the program has attracted many different types of households, its shares of larger households, households doing more loads of wash, and households having washers more than 10 years old are high; in the first two cases, the shares are notably higher than regional proportions. These audiences will find the machines most cost-effective and they are likely to see some savings on their water bills.
- ✓ Program materials and experience, by inference, increased participant knowledge and helped change customer attitudes: many were not familiar with resource efficient machines before buying the one rebated through WashWise.
- ✓ While participants rated cleaning ability and reliability the most important factors in their buying decisions, saving on water and sewer bills and buying an environmentally friendly washer were also very important to the majority.
- ✓ Participants gave high ratings for the clarity of program rules, the ease of

participating, the helpfulness of the sales staff, and the timeliness of receiving their rebates.

- ✓ Almost all participants are happy with the performance of their new washers, and the large majority report the resource efficient washer works better than the washer it replaced. (Notably, 57% had old machines that were not working satisfactorily.)
- ✓ 71% of participants said that taking part in WashWise had caused them to take other steps to save water at home.

Summary of Key Findings

These findings will follow the order of the questions listed above. Findings that should be particularly considered when planning a similar promotion are highlighted in yellow.

1. What are the characteristics of participants in WashWise?

- Just over half (55%) of WashWise participants live in households with three or more people, a somewhat larger proportion than the overall population in the region. Three-plus member households are more prevalent in Purveyor service areas (64%) than in Seattle (46%).
- Two-thirds use natural gas to heat their water, while a third uses electricity – similar proportions to the overall population in the region.
- Three-quarters of participants have electric clothes dryers.
- Half (48%) of participants say they have taken a lot of actions to save water.
- Over three-quarters of buyers are baby-boomer age or older, with over half aged 35 to 54. Over 85% have household incomes of \$50,000 per year or more.

2. How did participants get information about the program?

- A substantial majority of participants – 70% -- reported they “found out about the program” from the staff at the store where they bought their machine; another 17% found out through store flyers. 10% found out about the program from other people. Only very small proportions found out through other means such as media coverage, advertising, and bill stuffers.
- Most customers knew that the WashWise rebate came from their water or electric utility; the single largest proportion said “Seattle Public Utilities” was the source of the rebate (45%).

3. What knowledge and attitudes did participants have about resource efficient washers prior to participating?
 - Only 27% of WashWise participants said they were “very familiar” with resource efficient clothes washers prior to participating, 32% said they were somewhat familiar, and 25% said they were not familiar.
 - Less than a quarter had owned a resource efficient washer before, and a large majority (83%) had not used one before.
 - Only a small proportion of participants (17%) had any doubts or questions about buying a resource efficient washer. Of that small proportion, the biggest concern was about whether the machine would get their clothes clean, followed by questions about energy and water savings.
4. Why did customers participate (includes level of free ridership)?
 - Over a third said that responding to the drought alert was very important in their decision, and 49% said that saving water for fish was very important in their choice of a resource efficient washer,
 - In 57% of cases, participants were dissatisfied with their old machines. In about a quarter of cases, participants were not replacing an existing machine.
 - The importance of various factors in buying washers ranked as followed (in terms of very important ratings):
 - Cleaning ability – 84%
 - Reliability – 83%
 - Saving on energy bills – 75%
 - Saving on water and sewer bills – 74%
 - Buying an environmentally friendly washer – 61%
 - Capacity – 52%
 - Having enough water for fish – 49%
 - Responding to the drought alert – 35%
 - \$100 WashWise rebate – 28%
 - Brand – 26%
 - Information in the WashWise brochure – 11%

- 20% said they had already decided to buy a resource efficient machine before they heard about the rebate, and 37% said they definitely would have bought the same machine in the same time frame without the rebate. 60% said they would have bought their washer if the rebate had been \$50.00 instead of \$100.00.

5. How well did program elements work?

- Three-quarters of participants found the program rules and requirements very clear; 78% said it was “very easy” to participate; and 65% said the sales staff was very helpful in their participation. Overall, very small proportions had any complaints about program delivery in these areas.
- 93% said they received their check in a timely fashion.

6. How satisfied have participants been with their new washers?

- 83% of participants say they are “very satisfied” with their washers and 81% report the new washers work better than their old ones.
- Almost half of participants (46%) credit their new washers with reducing their water use, and 36% feel their energy use has been reduced.
- The program is attracting customers likely to benefit the most, since three-quarters of WashWise participants wash enough loads per week (four or more) to make the machine a cost-effective purchase and to have savings show up on their bills.

2001 WashWise Participant Survey (FINAL)

Q.1 Hello, my name is _____ and I'm calling on behalf of your local utility. May I please speak to (READ NAME FROM LIST)? Our records show that during 2001 your household received a rebate from the WashWise program for purchasing a new clothes washer designed to be water and energy efficient,, is that correct? (IF YES continue; If NO, politely terminate) (If needed: This was not a manufacturer's rebate, but one from your local government's WashWise program.)

Great. Are you the right person to talk with about the purchase of your new washer? (If no, ask to talk to that person and repeat introduction.) I'd like to complete a short survey with you about your new washer and the WiseWise Program. I want to assure you that your answers are confidential and your name and phone number will not be provided to anyone else.

- 1 *Initial Call Back: Appointment*
- 2 Initial Call Back: No Appointment
- 3 Respondent Not Available
- 4 Initial Refusal
- 5 Screen Out: Did not Purchase Washer
- 6 Communication Barrier
- 7 Continue Survey

[IF THE ANSWER IS 1-6, THEN SKIP TO QUESTION xx]

Q.2 RECORD ID NUMBER FROM SAMPLE

ID NUMBER _____

3. First, I'd like to know more about the purchase of your new clothes washer. Did this washer replace an existing one in your home?

- 1 Yes (Go to Q4)
- 2 No (Go to Q5)

4. Was your old washer working satisfactorily when you decided to replace it?

- 1 Yes
- 2 No

3 Now, could you tell me the single most important reason you decided to buy this particular clothes washer?

4 And what would you say was your second most important reason to buy this specific washer?

- 5 I'd like to ask you to rate how important various factors were in your decision to buy this clothes washer? *(If needed: Some of these may be similar to the ones you just gave me, so bear with me.)* How about. . . (read item)? Was that very important, somewhat important, not too important, or not at all important?

The cleaning ability of the washer

Very Important Somewhat Important Not Too Important Not at All Important DK/NA

The brand of the washer (Continue Ratings)

8. The capacity or load size of the washer (Continue Ratings)

9. The reliability of the washer (Continue Ratings)

10. Getting a \$100 rebate from WashWise (Continue Ratings)

11. Responding to last year's drought alert (Continue Ratings)

12. Buying an environmentally friendly washer (Continue Ratings)

13. Saving on your water and/or sewer bills (Continue Ratings)

14. Saving on your energy bills (Continue Ratings)

15. Helping make sure fish have enough water to survive (Continue Ratings)

16. Information about washers in the WashWise rebate brochure (Continue Ratings)

17. Other features of your washing machine I haven't mentioned such as style or wash settings
(Continue Ratings)

18. Before you bought your new washer, how familiar were you with clothes washers designed to be water and energy efficient? Would you say . . .

Very familiar	1 (Go to 19)
Somewhat familiar	2 (Go to 19)
Not familiar	3
Don't Know/No Answer	4

19. If Very/Somewhat: Had you owned an efficient clothes washer before?

- 1 No (Go to Q20)
- 2 Yes (Go to Q21)
- 3 DK/NA

20. Had you used, but not owned, an efficient washer before?

- 1 Yes
- 2 No
- 3 DK/NA

21. Did you have any doubts or questions about buying a clothes washer designed to be water and energy efficient?

- 1 Yes (Go to Q19)
- 2 No/DK

22. What doubts or questions did you have? *(Note: Use codes if they fit. Otherwise, insert verbatim answers. Record all answers)*

Ability to get clothes clean

Capacity or load size.

Water savings

Energy Savings

Front loading versus of top loading

Features available (e.g., different water temperature, cycle options)

Look/aesthetics of the machine (e.g., not compatible with dryer)?

Reliability of new technology

Detergent type needed

Time of wash cycle

Whether the price was worth it

Other (specify below in Q20)

DK/NA

23. What other doubts or questions did you have? (please specify)

24. Now I have some questions about the WashWise program itself. How did you first find out about the WashWise program and rebate? Please be as specific as possible. (DO NOT READ LIST. USE AS PROMPTS TO GET SPECIFIC REPLIES; RECORD ALL REPLIES)

From the staff at the store

From flyers at the store

From another person, word of mouth

In a TV News story

In a direct mailing from a hardware or plumbing store

In a direct mailing from a water or electric utility, but not with my bill

In a bill insert from my water utility

From the utility's web site

In a newspaper article

In a newspaper ad

Other (specify below in Q25)

25. (COULD YOU TELL ME HOW YOU FOUND OUT ABOUT WashWise) SPECIFY OTHER.

26. To your knowledge, who sponsors WashWise and provided the rebate for your new washer? (RECORD ALL RESPONSES; MORE THAN ONE IS POSSIBLE)

Water Department, general	1
Seattle Public Utilities/Seattle Water Department (specific)	2
Specific water utility other than Seattle (e.g., Bellevue, Kirkland, North Shore)	3
Seattle City Light	4
Puget Sound Energy	5
Other	6
Don't Know/No Answer/Refused	7

27. How clear were the program rules and requirements? Would you say. . .

Very	Somewhat	Not Too	Not At All	DK/NA
Clear	Clear	Clear	Clear	

28. How about the ease and convenience of participating, including the paperwork involved? Would you say it was . . .

Very	Somewhat	Not Too	Not At All	DK/NA
Easy	Easy	Easy	Easy	

29. How helpful were the sales staff at the store in helping you to participate in the program? Would you say . . .

- 1 Very Helpful
- 2 Somewhat Helpful
- 3 Not too Helpful
- 4 Not at all Helpful
- 5 DK/NA

30. Did you receive your rebate check in a timely fashion?

- 1 Yes
- 2 No
- 3 DK/NA

31. Can you suggest any improvements you'd like to see made to the WashWise program?

32. How likely would you have been to buy this new washer at the same time without the \$100 WashWise rebate? Would you say you:

- ✓ Definitely **would not** have bought this new washer at that time without the rebate
- ✓ Probably **would not** have bought this washer at that time without the rebate
- ✓ Probably would have bought this washer at that time anyway
- ✓ Definitely would have bought this washer at that time anyway

- ✓ Or that your had already decided to buy this washer before you found out about the WashWise rebate

Definitely would not have bought new washer at that time	1
Probably would not have bought new washer at that time.....	2
Probably would have bought washer at that time.....	3
Definitely would have bought washer at that time.....	4
Had already decided to buy this new washer .	5
DON'T KNOW/REFUSED	6

33. How likely would you have been to buy this washer when you did if the WashWise rebate had been \$50? Would you say . .

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely
- 5 Don't Know/No Answer

34. Did participating in WashWise cause you to take any other steps to save water in your household?

- 1 Yes (Go to Q 35)
- 2 No
- 3 Don't Know

35. What did you do? _____

36. Now I have a few questions about your new clothes washer. How satisfied have you been with its performance? Would you say . . .

Very Satisfied	1
Somewhat Satisfied	2
Not Too Satisfied	3
Not At All Satisfied	4
Don't Know/No Answer	5

37. Why do you say (insert rating)? _____

38. Do you think your new clothes washer works better than the washer it replaced, works less well, or works about the same?

Works better	1
Works less well	2
Works about the same	3
Don't Know/No Answer	4

39. (If yes to Q3) To your knowledge, was your old clothes washer more than 10 years old?

- 1 Yes
- 2 No
- 3 DK/NA

40. Based on your water bills, do you think your water use has gone down due to your new washer?

- Yes 1
- No 2
- Don't Know/No answer 3

41. Based on your energy bills, do you think your energy use has gone down due to your new washer?

- Yes 1
- No 2
- Don't Know/No answer 3

42. Do you think you wash about the same number of loads, wash more loads, or wash fewer loads than you did with your old clothes washer?

- Wash same number 1
- Wash more loads 2
- Wash fewer loads 3
- Don't Know/No Answer 4

43. About how many loads of clothes do you wash in a week?

- 1 2 3 4 5 6 7 8 9 10+ DK/NA

44. To your knowledge, does your new washer set the water level for you, depending on the size of the load, or do you set it yourself?

- 1 Washer sets water level
- 2 User sets water level
- 3 DK/NA

45. Before buying this washer, how often did your household wash full loads of clothes? Would you say you . . .

- 1 Always washed full loads
- 2 Mostly washed full loads
- 3 Sometimes washed full loads
- 4 Seldom or never washed full loads

5 DK/NA

46. And now that you have this new washer, how often does your household wash full loads of clothes? Would you say. . .

- 1 Always
- 2 Mostly
- 3 Sometimes
- 4 Seldom or never
- 5 DK/NA

EVERYONE

47. I have a few final questions to help us interpret our data. How many people regularly live in your household?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven or more
- 8 Don't Know/No Answer

48. How is your hot water tank heated -- electricity, natural gas, or some other fuel?

- 1 Electricity
- 2 Natural Gas
- 3 Other
- 4 DK/NA

49. Does your clothes dryer use natural gas, or it is entirely electric

- 1 Electric
- 2 Natural gas

50. How would you describe your household's actions to save water? Would you say you've already . . . (READ LIST)?

Taken a lot of actions to save water	1
Taken some actions to save water	2
Taken few actions to save water	3
DON'T KNOW/REFUSED (DO NOT READ) ..	4

51. Please tell me which category best describes your age? Is it ... (READ LIST)?

18 - 24	1
25 - 34	2
35 - 54	3
55 - 64	4
65+	5

DON'T KNOW/REFUSED (DO NOT READ) .. 6

52. RECORD RESPONDENT GENDER

Male1

Female .2

53. Which of the following broad categories best describes your household income, before taxes, for the year 2000? (READ LIST)

Less than \$25,0001

\$25,000 up to \$50,0002

\$50,000 up to \$75,0003

\$75,000 up to \$100,0004

\$100,000 up to \$125,0005

\$125,000 and up6

DON'T KNOW/REFUSED (DO NOT READ) .. 7

54. On occasion, my supervisor calls to verify that I asked all of the questions correctly. For this purpose only, may I please record your first name? (IF HESITANT) Your initials?

55. And the phone number I reached you at was _____? READ THE PHONE NUMBER ENTERED TO RESPONDENT TO VERIFY ACCURACY.

Thank you so much for your help!

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

Frequencies

(MDRC Ref. # - 2093)

TABLE 1: 1. Hello, my name is _____ and I'm calling on behalf of your local utility. May I please speak to (READ NAME FROM LIST)? Our records show that during 2001 your household received a rebate from the WashWise program for purchasing a new clothes washer designed to be water and energy efficient., is that correct? (IF YES continue; if NO, politely terminate) IF NEEDED: This was not a manufacturer's rebate, but one from your local government's WashWise program.) Great are you the right person to talk with about the purchase of your new washer? (IF NO ask to talk to that person and repeat introduction.) I'd like to complete a short survey with you about your new washer and the WashWise program. I want to assure you that your answers are confidential and your name and phone number will not be provided to anyone else.

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Initial Call Back: Appointment	0 0%	0 0%	0 0%
Initial Call Back: No Appointment	0 0%	0 0%	0 0%
Respondent Not Available	0 0%	0 0%	0 0%
Initial Refusal	0 0%	0 0%	0 0%
Screen Out Did not Purchase Toilet	0 0%	0 0%	0 0%
Communication Barrier	0 0%	0 0%	0 0%
Continue Survey	111 100%	57 100%	54 100%
Chi Square		0.00 .999	

TABLE 3: RECORD SAMPLE LIST

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Seattle Residents	57 51%	57 100%	0 0%
Purveyors Sample	54 49%	0 0%	54 100%
Chi Square		111.00 .001	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 4: 3. First, I'd like to know more about the purchase of your new clothes washer. Did this washer replace an existing one in your home?

		RECORD SAMPLE LIST		
		TOTAL	Seattle Sample	Purveyors Sample
Yes	Base	111	57	54
		86	49	37
		77%	86%	69%
No		25	8	17
		23%	14%	31%
Chi Square			4.84	.028

TABLE 5: 4. Was your old washer working satisfactorily when you decided to replace it?

		RECORD SAMPLE LIST		
		TOTAL	Seattle Sample	Purveyors Sample
Yes	Base	86	49	37
		37	22	15
		43%	45%	41%
No		49	27	22
		57%	55%	59%
No Response		25	8	17
Chi Square			0.16	.686

TABLE 9: 6. I'd like to ask you to rate how important various factors were in your decision to buy this clothes washer. (If needed: Some of these may be similar to the ones you just gave me, so please bear with me.) How about the cleaning ability of the washer? Was that very important, somewhat important, not important, or not all important?

		RECORD SAMPLE LIST		
		TOTAL	Seattle Sample	Purveyors Sample
Base		111	57	54
Very important		93	45	48
		84%	79%	89%
Somewhat important		17	11	6
		15%	19%	11%
Not too important		1	1	0
		1%	2%	0%
Not at all important		0	0	0
		0%	0%	0%
Don't know/refused		0	0	0
		0%	0%	0%

Mean	1.17	1.23	1.11
S.D.	0.40	0.46	0.32
Median	1.10	1.13	1.06
Chi Square		2.49 .288	

TABLE 10: 7. How about the brand of the washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	29 26%	17 30%	12 22%
Somewhat important	45 41%	18 32%	27 50%
Not too important	23 21%	12 21%	11 20%
Not at all important	14 13%	10 18%	4 7%
Don't know/refused	0 0%	0 0%	0 0%
Mean	2.20	2.26	2.13
S.D.	0.97	1.08	0.85
Median	2.09	2.14	2.06
Chi Square		5.20 .158	

TABLE 11: 8. How about the capacity or load size of the washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	58 52%	27 47%	31 57%
Somewhat important	46 41%	28 49%	18 33%
Not too important	7 6%	2 4%	5 9%
Not at all important	0 0%	0 0%	0 0%
Mean	1.54	1.56	1.52
S.D.	0.61	0.57	0.67
Median	1.46	1.55	1.37
Chi Square		3.66 .161	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 12: 9. How about the reliability of the washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	92 83%	45 79%	47 87%
Somewhat important	18 16%	12 21%	6 11%
Not too important	1 1%	0 0%	1 2%
Not at all important	0 0%	0 0%	0 0%
Mean	1.18	1.21	1.15
S.D.	0.41	0.41	0.41
Median	1.10	1.13	1.07
Chi Square		2.96 .227	

TABLE 13: 10. How about getting a \$100 rebate from WashWise? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	31 28%	19 33%	12 22%
Somewhat important	43 39%	21 37%	22 41%
Not too important	26 23%	13 23%	13 24%
Not at all important	11 10%	4 7%	7 13%
Mean	1.95	1.89	2.02
S.D.	0.76	0.78	0.74
Median	1.94	1.86	2.02
Chi Square		2.34 .504	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 14: 11. How about responding to last year's drought? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	39 35%	17 30%	22 41%
Somewhat important	31 28%	21 37%	10 19%
Not too important	20 18%	12 21%	8 15%
Not at all important	21 19%	7 12%	14 26%
Mean	1.79	1.90	1.65
S.D.	0.79	0.76	0.80
Median	1.69	1.88	1.41
Chi Square		7.60 .055	

TABLE 15: 12. How about buying an environmentally friendly washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	68 61%	37 65%	31 57%
Somewhat important	33 30%	18 32%	15 28%
Not too important	9 8%	2 4%	7 13%
Not at all important	1 1%	0 0%	1 2%
Mean	1.46	1.39	1.55
S.D.	0.65	0.56	0.72
Median	1.31	1.27	1.35
Chi Square		4.50 .212	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 16: 13. How about saving on your water and/or sewer bills? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	82 74%	43 75%	39 72%
Somewhat important	26 23%	13 23%	13 24%
Not too important	3 3%	1 2%	2 4%
Not at all important	0 0%	0 0%	0 0%
Mean	1.29	1.26	1.31
S.D.	0.51	0.48	0.54
Median	1.18	1.16	1.19
Chi Square		0.45 .799	

TABLE 17: 14. How about saving on your energy bills? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	83 75%	44 77%	39 72%
Somewhat important	26 23%	12 21%	14 26%
Not too important	2 2%	1 2%	1 2%
Not at all important	0 0%	0 0%	0 0%
Mean	1.27	1.25	1.30
S.D.	0.49	0.47	0.50
Median	1.17	1.15	1.19
Chi Square		0.37 .829	

TABLE 18: 15. How about helping make sure fish have enough water to survive? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	54 49%	30 53%	24 44%
Somewhat important	32 29%	16 28%	16 30%
Not too important	10 9%	7 12%	3 6%
Not at all important	15 14%	4 7%	11 20%
Mean	1.54	1.57	1.51
S.D.	0.68	0.72	0.63
Median	1.39	1.38	1.40
Chi Square		5.46 .141	

TABLE 19: 16. How about information about washers in the WashWise rebate brochure? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	12 11%	9 16%	3 6%
Somewhat important	33 30%	14 25%	19 35%
Not too important	16 14%	12 21%	4 7%
Not at all important	50 45%	22 39%	28 52%
Mean	2.07	2.09	2.04
S.D.	0.68	0.78	0.53
Median	2.06	2.11	2.03
Chi Square		8.40 .038	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 20: 17. How about other features of your washing machine I haven't mentioned such as style or wash settings? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	28 25%	15 26%	13 24%
Somewhat important	51 46%	27 47%	24 44%
Not too important	25 23%	12 21%	13 24%
Not at all important	7 6%	3 5%	4 7%
Mean	1.97	1.94	2.00
S.D.	0.72	0.71	0.73
Median	1.97	1.94	2.00
Chi Square		0.42 .936	

TABLE 21: 18. Before you bought your new washer, how familiar were you with clothes washers designed to be water and energy efficient? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very familiar	30 27%	19 33%	11 20%
Somewhat familiar	36 32%	19 33%	17 31%
Not familiar	39 35%	13 23%	26 48%
Don't know/refused	6 5%	6 11%	0 0%
Mean	2.09	1.88	2.28
S.D.	0.81	0.79	0.79
Median	2.13	1.84	2.44
Chi Square		12.51 .006	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 22: 19. If Very/Somewhat familiar: Had you owned an efficient clothes washer before?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	66	38	28
No	51 77%	27 71%	24 86%
Yes	15 23%	11 29%	4 14%
No Response	45	19	26
Chi Square		1.97 .160	

TABLE 23: 20. If No: Had you used, but not owned, an efficient washer before?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	96	46	50
No	80 83%	36 78%	44 88%
Yes	15 16%	9 20%	6 12%
Don't know/refused	1 1%	1 2%	0 0%
No Response	15	11	4
Chi Square		2.24 .327	

TABLE 24: 21. Did you have any doubts or questions about buying a clothes washer designed to be water and energy efficient?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	19 17%	8 14%	11 20%
No/Don't know	92 83%	49 86%	43 80%
Chi Square		0.78 .376	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 25: 22. What doubts or questions did you have?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	19	8	11
Ability to get clothes clean	10 53%	6 75%	4 36%
Capacity or load size	2 11%	2 25%	0 0%
Water savings	4 21%	2 25%	2 18%
Energy savings	5 26%	3 38%	2 18%
Front loading vs. top loading	3 16%	1 13%	2 18%
Features available (e.g. cycle options, different water temp)	0 0%	0 0%	0 0%
Look/aesthetics of the machine	0 0%	0 0%	0 0%
Reliability of new technology	2 11%	1 13%	1 9%
Detergent type needed	1 5%	1 13%	0 0%
Time of wash cycle	1 5%	0 0%	1 9%
Whether the price was worth it	2 11%	2 25%	0 0%
Other	0 0%	0 0%	0 0%
Don't know/refused	1 5%	0 0%	1 9%
Whether it would be hard on my clothes	0 0%	0 0%	0 0%
No Response	92	49	43
Chi Square		7.32 .604	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 27: 24. Now I have some questions about the WashWise program itself. How did you first find out about the WashWise program and rebate? Please be as specific as possible. (DO NOT READ LIST. USE AS PROMPTS TO GET SPECIFIC REPLIES; RECORD ALL REPLIES.)

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
From the staff at the store	78 70%	40 70%	38 70%
From flyers at the store	19 17%	17 30%	2 4%
From another person, word of mouth	11 10%	6 11%	5 9%
In a TV News story	3 3%	1 2%	2 4%
In a direct mailing from a hardware or plumbing store	2 2%	1 2%	1 2%
In a direct mailing from a water/elec utility (not bill)	4 4%	1 2%	3 6%
In a bill insert from my water utility	7 6%	4 7%	3 6%
From the utility's web site	2 2%	2 4%	0 0%
In a newspaper article	1 1%	1 2%	0 0%
In a newspaper ad	3 3%	1 2%	2 4%
OTHER SPECIFY	0 0%	0 0%	0 0%
DON'T KNOW/REFUSED	3 3%	3 5%	0 0%
Information on Washer	1 1%	0 0%	1 2%
Brochure	1 1%	0 0%	1 2%
Internet	1 1%	1 2%	0 0%
From this survey	1 1%	0 0%	1 2%
Chi Square		21.57 .088	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

**TABLE 29: To your knowledge, who sponsors WashWise and provided the rebate for your new washer?
(RECORD ALL RESPONSES, MORE THAN ONE IS POSSIBLE)**

Base	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Water Department general	12 11%	4 7%	8 15%
Seattle Public Utilities/ Seattle Water Dept. (specific)	50 45%	34 60%	16 30%
Specific water utility other than Seattle	0 0%	0 0%	0 0%
Seattle City light	17 15%	12 21%	5 9%
Puget Sound Energy	14 13%	1 2%	13 24%
OTHER SPECIFY	0 0%	0 0%	0 0%
DON'T KNOW/REFUSED	17 15%	8 14%	9 17%
Sears	3 3%	3 5%	0 0%
Washington State	3 3%	2 4%	1 2%
Washington energy service	1 1%	0 0%	1 2%
King county	1 1%	0 0%	1 2%
Taxpayers	1 1%	1 2%	0 0%
Woodinville Water Department	1 1%	0 0%	1 2%
Seattle	1 1%	0 0%	1 2%
Renton	1 1%	0 0%	1 2%
Northshore Utility District	1 1%	0 0%	1 2%
Shoreline	1 1%	0 0%	1 2%

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**TABLE 29: To your knowledge, who sponsors WashWise and provided the rebate for your new washer?
(RECORD ALL RESPONSES, MORE THAN ONE IS POSSIBLE)**

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Chi Square		32.16	
		.004	

**TABLE 31: 27. How clear were the program rules and requirements? Would you say...
RECORD SAMPLE LIST**

	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very clear	81 73%	42 74%	39 72%
Somewhat clear	20 18%	10 18%	10 19%
Not too clear	2 2%	0 0%	2 4%
Not at all clear	2 2%	2 4%	0 0%
Don't know/refused	6 5%	3 5%	3 6%
Mean	1.29	1.30	1.27
S.D.	0.60	0.66	0.53
Median	1.15	1.14	1.15
Chi Square		4.03	
		.402	

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very easy	87 78%	45 79%	42 78%
Somewhat easy	18 16%	10 18%	8 15%
Not too easy	4 4%	1 2%	3 6%
Not at all easy	1 1%	1 2%	0 0%
Don't know/refused	1 1%	0 0%	1 2%
Mean	1.26	1.26	1.26
S.D.	0.57	0.58	0.56
Median	1.13	1.13	1.13

Chi Square

3.25
.517TABLE 33: 29. How helpful was the sales staff at the store in helping you to participate in the program?
Would you say...

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Very helpful	72 65%	40 70%	32 59%	
Somewhat helpful	23 21%	11 19%	12 22%	
Not too helpful	5 5%	1 2%	4 7%	
Not at all helpful	7 6%	2 4%	5 9%	
Don't know/refused	4 4%	3 5%	1 2%	
Mean	1.50	1.35	1.66	
S.D.	0.86	0.70	0.98	
Median	1.24	1.17	1.33	
Chi Square		4.94 .293		

TABLE 34: 30. Did you receive your rebate check in a timely fashion?

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Yes	103 93%	53 93%	50 93%	
No	8 7%	4 7%	4 7%	
Chi Square		0.01 .937		

TABLE 36: 32. How likely would you have been to buy this new washer at the same time without the \$100 WashWise rebate? Would you say you:

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Definitely would have bought new washer at that time	41 37%	26 46%	15 28%	
Probably would have bought new washer at that time	36 32%	20 35%	16 30%	
Probably would not have bought new washer at that time	9 8%	3 5%	6 11%	
Definitely would not have bought new washer at that time	3 3%	2 4%	1 2%	

Had already decided to buy it before you heard about rebate	22 20%	6 11%	16 30%
Chi Square		9.20 .056	

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TABLE 37: 33. How likely would you have been to buy this washer when you did if the WashWise rebate had been \$50? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very likely	67 60%	36 63%	31 57%
Somewhat likely	30 27%	12 21%	18 33%
Not too likely	11 10%	7 12%	4 7%
Not at all likely	3 3%	2 4%	1 2%
Don't know/refused	0 0%	0 0%	0 0%
Mean	1.55	1.56	1.54
S.D.	0.78	0.85	0.72
Median	1.33	1.29	1.37
Chi Square		2.65 .450	

TABLE 38: 34. Did participating in WashWise cause you to take any other steps to save water in your household?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
No	79 71%	38 67%	41 76%
Yes	29 26%	17 30%	12 22%
Don't know/refused	3 3%	2 4%	1 2%
Chi Square		1.23 .541	

TABLE 40: 36. Now I have a few questions about your new clothes washer. How satisfied have you been with its performance? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very satisfied	92 83%	48 84%	44 81%
Somewhat satisfied	14 13%	6 11%	8 15%
Not too satisfied	2 2%	1 2%	1 2%
Not at all satisfied	0 0%	0 0%	0 0%
Don't know/refused	3 3%	2 4%	1 2%
Mean	1.17	1.15	1.19
S.D.	0.42	0.40	0.44
Median	1.09	1.07	1.10
Chi Square		0.71 .870	

TABLE 42: 38. Do you think your new clothes washer works better than the washer it replaced, works less well, or works about the same?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Works better	90 81%	44 77%	46 85%
Works less well	1 1%	0 0%	1 2%
Works about the same	19 17%	12 21%	7 13%
Don't know/refused	1 1%	1 2%	0 0%
Chi Square		3.28 .350	

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TABLE 43: 39. To your knowledge, was your old clothes washer more than 10 years old?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	86	49	37
Yes	64 74%	34 69%	30 81%
No	15 17%	11 22%	4 11%
Don't know/refused	7 8%	4 8%	3 8%
No Response	25	8	17
Chi Square		2.02 .363	

TABLE 44: 40. Based on your water bills, do you think your water use has gone down due to your new washer?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	51 46%	29 51%	22 41%
No	9 8%	4 7%	5 9%
Don't know/refused	51 46%	24 42%	27 50%
Chi Square		1.17 .558	

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TABLE 45: 41. Based on your energy bills, do you think your energy use has gone down due to your new washer?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	42 38%	26 46%	16 30%
No	16 14%	7 12%	9 17%
Don't know/refused	53 48%	24 42%	29 54%
Chi Square		3.02 .220	

TABLE 46: 42. Do you think you wash about the same number of loads, wash more loads, or wash fewer loads than you did with your old clothes washer?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Wash same number	63 57%	33 58%	30 56%
Wash more loads	18 16%	11 19%	7 13%
Wash fewer loads	27 24%	12 21%	15 28%
Don't know/refused	3 3%	1 2%	2 4%
Chi Square		1.62 .655	

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TABLE 47: 43. About how many loads of clothes do you wash in a week?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Five	19 17%	8 14%	11 20%
Three	17 15%	12 21%	5 9%
Four	15 14%	8 14%	7 13%
Ten or more	15 14%	7 12%	8 15%
Six	14 13%	5 9%	9 17%
Two	10 9%	7 12%	3 6%
Seven	8 7%	4 7%	4 7%
Eight	8 7%	4 7%	4 7%
One	2 2%	1 2%	1 2%
Nine	1 1%	0 0%	1 2%
Don't know/refused	2 2%	1 2%	1 2%
Chi Square		7.16 .711	

TABLE 48: 44. To your knowledge, does your new washer set the water level for you, depending on the size of the load, or do you set it yourself?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Washer sets water level	91 82%	45 79%	46 85%
User sets water level	16 14%	10 18%	6 11%
Don't know/refused	4 4%	2 4%	2 4%
Chi Square		0.93 .628	

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**TABLE 49: 45. Before buying this washer, how often did your household wash full loads of clothes?
Would you say you...**

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Always washed full loads	52 47%	27 47%	25 46%
Mostly washed full loads	45 41%	20 35%	25 46%
Sometimes washed full loads	11 10%	8 14%	3 6%
Seldom or never washed full loads	1 1%	0 0%	1 2%
Don't know/refused	2 2%	2 4%	0 0%
Chi Square		5.83 .212	

TABLE 50: 46. And now that you have this new washer, how often does your household wash full loads of clothes? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Always	58 52%	32 56%	26 48%
Mostly	41 37%	19 33%	22 41%
Sometimes	10 9%	4 7%	6 11%
Seldom or never	0 0%	0 0%	0 0%
Don't know/refused	2 2%	2 4%	0 0%
Mean	1.56	1.49	1.63
S.D.	0.66	0.63	0.68
Median	1.44	1.36	1.55
Chi Square		3.16 .367	

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TABLE 51: 47. I have a few final questions to help us interpret our data. How many people regularly live in your household?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
One	11 10%	8 14%	3 6%
Two	39 35%	23 40%	16 30%
Three	23 21%	7 12%	16 30%
Four	26 23%	10 18%	16 30%
Five	7 6%	6 11%	1 2%
Six	3 3%	1 2%	2 4%
Seven or more	1 1%	1 2%	0 0%
Don't know/refused	1 1%	1 2%	0 0%
Chi Square		14.27 .047	

TABLE 52: 48. How is your hot water tank heated -- electricity, natural gas, or some other fuel?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Natural gas	73 66%	31 54%	42 78%
Electricity	33 30%	23 40%	10 19%
Don't know/refused	5 5%	3 5%	2 4%
Chi Square		6.90 .032	

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TABLE 53: 49. Does your clothes dryer use natural gas, or it is entirely electric?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Electric	87 78%	46 81%	41 76%
Natural gas	22 20%	9 16%	13 24%
Don't know/refused	2 2%	2 4%	0 0%
Chi Square		2.94 .230	

TABLE 54: 50. How would you describe your household's actions to save water? Would you say you've already...? (READ LIST)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Taken a lot of actions to save water	53 48%	32 56%	21 39%
Taken some actions to save water	52 47%	25 44%	27 50%
Taken few actions to save water	6 5%	0 0%	6 11%
Don't know/refused	0 0%	0 0%	0 0%
Chi Square		8.28 .016	

TABLE 55: 51. Please tell me which category best describes your age. Is it...?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
18 - 24	0 0%	0 0%	0 0%
25 - 34	24 22%	10 18%	14 26%
35 - 54	62 56%	32 56%	30 56%

55 - 64	11 10%	6 11%	5 9%
65+	11 10%	7 12%	4 7%
Don't know/refused	3 3%	2 4%	1 2%
Chi Square		1.89 .755	

TABLE 56: 52. RECORD RESPONDENT GENDER

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Male	52 47%	25 44%	27 50%
Female	59 53%	32 56%	27 50%
Chi Square		0.42 .517	

TABLE 57: 53. Which of the following broad categories best describes your household income, before taxes, for the year 2001? (READ LIST)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Less than \$25,000	1 1%	1 2%	0 0%
\$25,000 up to \$50,000	13 12%	7 12%	6 11%
\$50,000 up to \$75,000	35 32%	18 32%	17 31%
\$75,000 up to \$100,000	15 14%	7 12%	8 15%
\$100,000 up to \$125,000	8 7%	2 4%	6 11%
\$125,000 and up	18 16%	11 19%	7 13%
Don't know/refused	21 19%	11 19%	10 19%
Chi Square		4.03 .673	

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TABLE 63: LENGTH OF INTERVIEW

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	97	48	49
LENGTH IN MINUTES	15.51	10.60	20.31

TABLE 64: 5. Now, could you tell me the three most important reasons you decided to buy this particular clothes washer? Please begin with your most important reason and be as specific as possible. (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Saves water	28 25%	18 32%	10 19%
Saves energy	20 18%	11 19%	9 17%
Front loader	11 10%	4 7%	7 13%
More efficient	10 9%	5 9%	5 9%
Bigger load capacity	9 8%	2 4%	7 13%
Good rating/recommendation	8 7%	2 4%	6 11%
Good price	8 7%	3 5%	5 9%
I needed a new washer	7 6%	4 7%	3 6%
Saves space	5 5%	5 9%	0 0%
I like the features	3 3%	1 2%	2 4%
The rebate	2 2%	2 4%	0 0%
The convenience	2 2%	2 4%	0 0%
Saves detergent	1	1	0

	1%	2%	0%
Was on the floor	1	1	0
	1%	2%	0%
It's a known brand	1	1	0
	1%	2%	0%
I bought all new appliances	1	0	1
	1%	0%	2%
I had one before	1	1	0
	1%	2%	0%
It looks good	1	0	1
	1%	0%	2%

TABLE 64: 5. Now, could you tell me the three most important reasons you decided to buy this particular clothes washer? Please begin with your most important reason and be as specific as possible. (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Chi Square		23.73	.127

TABLE 65: 5b. And your second most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Saves energy	29 26%	10 18%	19 35%
Saves water	25 23%	12 21%	13 24%
Larger load capacity	9 8%	5 9%	4 7%
Good price	7 6%	4 7%	3 6%
Saves space	5 5%	2 4%	3 6%
It's more efficient	5 5%	4 7%	1 2%
Good rating/recommendation	5 5%	2 4%	3 6%
The rebate	3 3%	2 4%	1 2%

Front loader	3 3%	2 4%	1 2%
It's a known brand	3 3%	2 4%	1 2%
I needed one	3 3%	2 4%	1 2%
It's gentler on clothes	2 2%	2 4%	0 0%
They delivered it	2 2%	2 4%	0 0%
It's quiet	2 2%	2 4%	0 0%
Saves detergent	1 1%	0 0%	1 2%
The convenience	1 1%	0 0%	1 2%
I like the features	1 1%	0 0%	1 2%
It's part of the deal	1 1%	0 0%	1 2%

TABLE 65: 5b. And your second most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's easy on my back	1 1%	1 2%	0 0%
It looks good	1 1%	0 0%	1 2%
It's dependable	1 1%	0 0%	1 2%
It has it's own heater	1 1%	1 2%	0 0%
It's gas	1 1%	0 0%	1 2%
It agitates like a front loader	1 1%	1 2%	0 0%
It has a stainless steel tub	1 1%	1 2%	0 0%
Don't know/Refused	4 4%	3 5%	1 2%
Chi Square		24.59 .485	

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TABLE 66: 5c. And your third most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's more efficient	18 16%	9 16%	9 17%
Saves Water	16 14%	8 14%	8 15%
Saves energy	10 9%	5 9%	5 9%
Good price	8 7%	3 5%	5 9%
Larger load capacity	7 6%	2 4%	5 9%
I needed one	6 5%	4 7%	2 4%
The rebate	5 5%	3 5%	2 4%
Front loader	4 4%	1 2%	3 6%
It's a known brand	4 4%	1 2%	3 6%
Saves detergent	3 3%	2 4%	1 2%
Saves space	3 3%	3 5%	0 0%
Good rating/recommendation	3 3%	1 2%	2 4%
It looks good	3 3%	2 4%	1 2%
The convenience	2 2%	2 4%	0 0%
I like the features	2 2%	0 0%	2 4%
I had one before	2 2%	2 4%	0 0%
It's quiet	2 2%	0 0%	2 4%
It's dependable	2 2%	0 0%	2 4%

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TABLE 66: 5c. And your third most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's gentler on clothes	1 1%	0 0%	1 2%
The salesman	1 1%	1 2%	0 0%
I use it for commercial purposes	1 1%	1 2%	0 0%
Don't know/Refused	17 15%	11 19%	6 11%
Chi Square		23.10 .339	

TABLE 67: 35. Can you suggest any improvements you would like to see made to the WashWise program? (CODED RESPONSES)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Nothing	52 47%	27 47%	25 46%
More advertising	29 26%	16 28%	13 24%
Give a bigger rebate	5 5%	2 4%	3 6%
Educate people better about the program	5 5%	1 2%	4 7%
Send the rebate faster	4 4%	1 2%	3 6%
Provide better service	3 3%	1 2%	2 4%
Educate the retailers better about the paperwork	2 2%	0 0%	2 4%
Extend the program to cover other appliances	2 2%	2 4%	0 0%
Cover more washers under the	2	2	0

program	2%	4%	0%
Promote environmentally friendly detergents	1 1%	0 0%	1 2%
Don't require anything to be mailed	1 1%	1 2%	0 0%
Extend the time	1 1%	1 2%	0 0%
Provide information about other conservation programs	1 1%	1 2%	0 0%
Don't know/Refused	5 5%	2 4%	3 6%
Chi Square		13.91 .380	

TABLE 68: 39. What did you do? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	29	17	12
Installed low flow shower heads	9 31%	6 35%	3 25%
Watered the lawn/garden less	6 21%	3 18%	3 25%
Put in a water saving toilet	5 17%	3 18%	2 17%
Put in water saving faucets	5 17%	3 18%	2 17%
Washed dishes/clothes during off-peak hours	3 10%	1 6%	2 17%
Always turned off the water when not using it	3 10%	3 18%	0 0%
Got a water/energy saving dishwasher	3 10%	2 12%	1 8%
Took shorter showers	2 7%	0 0%	2 17%
Washed full loads of dishes/clothes	2 7%	1 6%	1 8%
Watered the lawn/garden using the drip method	2 7%	1 6%	1 8%
Used less electricity	1 3%	1 6%	0 0%

Got an energy efficient refrigerator	1 3%	1 6%	0 0%
Put in a wood stove	1 3%	1 6%	0 0%
Put something in the toilet so it took less to fill the tank	1 3%	0 0%	1 8%
Got water saving appliances	1 3%	0 0%	1 8%
Used less water	1 3%	1 6%	0 0%
Got a new water main	1 3%	0 0%	1 8%
Don't know/Refused	1 3%	1 6%	0 0%
No Response	82	40	42

TABLE 68: 39. What did you do? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	29	17	12
Chi Square		14.13 .658	

TABLE 69: 41. Why do you say? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It gets clothes cleaner	42 38%	25 44%	17 31%
It saves water/power	32 29%	20 35%	12 22%
It works well	29 26%	16 28%	13 24%
It saves time	18 16%	8 14%	10 19%
It's quieter	14 13%	9 16%	5 9%

It performs as expected	10 9%	4 7%	6 11%
Spins better, so it gets clothes dryer	10 9%	4 7%	6 11%
It has more features	8 7%	3 5%	5 9%
It uses less detergent	6 5%	3 5%	3 6%
Has a larger load capacity	4 4%	2 4%	2 4%
It's gentler on clothes	4 4%	0 0%	4 7%
It's stackable	3 3%	1 2%	2 4%
I don't like the way it washes	3 3%	1 2%	2 4%
It's easy to use	3 3%	2 4%	1 2%
It doesn't perform as expected	2 2%	1 2%	1 2%
I like the ergonomics of it	2 2%	2 4%	0 0%
Front loader	2 2%	2 4%	0 0%
It has a smaller capacity	2 2%	2 4%	0 0%

TABLE 69: 41. Why do you say? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It breaks down easily	2 2%	0 0%	2 4%
It uses too little water, so clothes don't soak right	1 1%	0 0%	1 2%
It beeps when it's done	1 1%	0 0%	1 2%
Three's no difference	1 1%	0 0%	1 2%
Don't know/Refused	6 5%	3 5%	3 6%
Chi Square		21.97 .462	

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TABLE 1: 1. Hello, my name is _____ and I'm calling on behalf of your local utility. May I please speak to (READ NAME FROM LIST)? Our records show that during 2001 your household received a rebate from the WashWise program for purchasing a new clothes washer designed to be water and energy efficient., is that correct? (IF YES continue; if NO, politely terminate) IF NEEDED: This was not a manufacturer's rebate, but one from your local government's WashWise program.) Great are you the right person to talk with about the purchase of your new washer? (IF NO ask to talk to that person and repeat introduction.) I'd like to complete a short survey with you about your new washer and the WashWise program. I want to assure you that your answers are confidential and your name and phone number will not be provided to anyone else.

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Initial Call Back: Appointment	0 0%	0 0%	0 0%
Initial Call Back: No Appointment	0 0%	0 0%	0 0%
Respondent Not Available	0 0%	0 0%	0 0%
Initial Refusal	0 0%	0 0%	0 0%
Screen Out Did not Purchase Toilet	0 0%	0 0%	0 0%
Communication Barrier	0 0%	0 0%	0 0%
Continue Survey	111 100%	57 100%	54 100%
Chi Square		0.00 .999	

TABLE 3: RECORD SAMPLE LIST

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Seattle Residents	57 51%	57 100%	0 0%
Purveyors Sample	54 49%	0 0%	54 100%
Chi Square		111.00 .001	

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TABLE 4: 3. First, I'd like to know more about the purchase of your new clothes washer. Did this washer replace an existing one in your home?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	86 77%	49 86%	37 69%
No	25 23%	8 14%	17 31%
Chi Square		4.84 .028	

TABLE 5: 4. Was your old washer working satisfactorily when you decided to replace it?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	86	49	37
Yes	37 43%	22 45%	15 41%
No	49 57%	27 55%	22 59%
No Response	25	8	17
Chi Square		0.16 .686	

TABLE 9: 6. I'd like to ask you to rate how important various factors were in your decision to buy this clothes washer. (If needed: Some of these may be similar to the ones you just gave me, so please bear with me.) How about the cleaning ability of the washer? Was that very important, somewhat important, not important, or not all important?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	93 84%	45 79%	48 89%
Somewhat important	17 15%	11 19%	6 11%
Not too important	1 1%	1 2%	0 0%
Not at all important	0 0%	0 0%	0 0%
Don't know/refused	0 0%	0 0%	0 0%

Mean	1.17	1.23	1.11
S.D.	0.40	0.46	0.32
Median	1.10	1.13	1.06
Chi Square		2.49	
		.288	

TABLE 10: 7. How about the brand of the washer? Was that very important, somewhat important, not too important, or not at all important?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	29 26%	17 30%	12 22%
Somewhat important	45 41%	18 32%	27 50%
Not too important	23 21%	12 21%	11 20%
Not at all important	14 13%	10 18%	4 7%
Don't know/refused	0 0%	0 0%	0 0%
Mean	2.20	2.26	2.13
S.D.	0.97	1.08	0.85
Median	2.09	2.14	2.06
Chi Square		5.20	
		.158	

TABLE 11: 8. How about the capacity or load size of the washer? Was that very important, somewhat important, not too important, or not at all important?

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	58 52%	27 47%	31 57%
Somewhat important	46 41%	28 49%	18 33%
Not too important	7 6%	2 4%	5 9%
Not at all important	0 0%	0 0%	0 0%
Mean	1.54	1.56	1.52
S.D.	0.61	0.57	0.67
Median	1.46	1.55	1.37
Chi Square		3.66	
		.161	

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TABLE 12: 9. How about the reliability of the washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	92 83%	45 79%	47 87%
Somewhat important	18 16%	12 21%	6 11%
Not too important	1 1%	0 0%	1 2%
Not at all important	0 0%	0 0%	0 0%
Mean	1.18	1.21	1.15
S.D.	0.41	0.41	0.41
Median	1.10	1.13	1.07
Chi Square		2.96 .227	

TABLE 13: 10. How about getting a \$100 rebate from WashWise? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	31 28%	19 33%	12 22%
Somewhat important	43 39%	21 37%	22 41%
Not too important	26 23%	13 23%	13 24%
Not at all important	11 10%	4 7%	7 13%
Mean	1.95	1.89	2.02
S.D.	0.76	0.78	0.74
Median	1.94	1.86	2.02
Chi Square		2.34 .504	

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TABLE 14: 11. How about responding to last year's drought? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	39 35%	17 30%	22 41%
Somewhat important	31 28%	21 37%	10 19%
Not too important	20 18%	12 21%	8 15%
Not at all important	21 19%	7 12%	14 26%
Mean	1.79	1.90	1.65
S.D.	0.79	0.76	0.80
Median	1.69	1.88	1.41
Chi Square		7.60 .055	

TABLE 15: 12. How about buying an environmentally friendly washer? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	68 61%	37 65%	31 57%
Somewhat important	33 30%	18 32%	15 28%
Not too important	9 8%	2 4%	7 13%
Not at all important	1 1%	0 0%	1 2%
Mean	1.46	1.39	1.55
S.D.	0.65	0.56	0.72
Median	1.31	1.27	1.35
Chi Square		4.50 .212	

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TABLE 16: 13. How about saving on your water and/or sewer bills? Was that very important, somewhat important, not too important, or not at all important?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	82 74%	43 75%	39 72%
Somewhat important	26 23%	13 23%	13 24%
Not too important	3 3%	1 2%	2 4%
Not at all important	0 0%	0 0%	0 0%
Mean	1.29	1.26	1.31
S.D.	0.51	0.48	0.54
Median	1.18	1.16	1.19
Chi Square		0.45 .799	

TABLE 17: 14. How about saving on your energy bills? Was that very important, somewhat important, not too important, or not at all important?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	83 75%	44 77%	39 72%
Somewhat important	26 23%	12 21%	14 26%
Not too important	2 2%	1 2%	1 2%
Not at all important	0 0%	0 0%	0 0%
Mean	1.27	1.25	1.30
S.D.	0.49	0.47	0.50
Median	1.17	1.15	1.19
Chi Square		0.37 .829	

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TABLE 18: 15. How about helping make sure fish have enough water to survive? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	54 49%	30 53%	24 44%
Somewhat important	32 29%	16 28%	16 30%
Not too important	10 9%	7 12%	3 6%
Not at all important	15 14%	4 7%	11 20%
Mean	1.54	1.57	1.51
S.D.	0.68	0.72	0.63
Median	1.39	1.38	1.40
Chi Square		5.46 .141	

TABLE 19: 16. How about information about washers in the WashWise rebate brochure? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	12 11%	9 16%	3 6%
Somewhat important	33 30%	14 25%	19 35%
Not too important	16 14%	12 21%	4 7%
Not at all important	50 45%	22 39%	28 52%
Mean	2.07	2.09	2.04
S.D.	0.68	0.78	0.53
Median	2.06	2.11	2.03
Chi Square		8.40 .038	

TABLE 20: 17. How about other features of your washing machine I haven't mentioned such as style or wash settings? Was that very important, somewhat important, not too important, or not at all important?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very important	28 25%	15 26%	13 24%
Somewhat important	51 46%	27 47%	24 44%
Not too important	25 23%	12 21%	13 24%
Not at all important	7 6%	3 5%	4 7%
Mean	1.97	1.94	2.00
S.D.	0.72	0.71	0.73
Median	1.97	1.94	2.00
Chi Square		0.42 .936	

TABLE 21: 18. Before you bought your new washer, how familiar were you with clothes washers designed to be water and energy efficient? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very familiar	30 27%	19 33%	11 20%
Somewhat familiar	36 32%	19 33%	17 31%
Not familiar	39 35%	13 23%	26 48%
Don't know/refused	6 5%	6 11%	0 0%
Mean	2.09	1.88	2.28
S.D.	0.81	0.79	0.79
Median	2.13	1.84	2.44
Chi Square		12.51 .006	

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TABLE 22: 19. If Very/Somewhat familiar: Had you owned an efficient clothes washer before?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	66	38	28
No	51 77%	27 71%	24 86%
Yes	15 23%	11 29%	4 14%
No Response	45	19	26
Chi Square		1.97 .160	

TABLE 23: 20. If No: Had you used, but not owned, an efficient washer before?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	96	46	50
No	80 83%	36 78%	44 88%
Yes	15 16%	9 20%	6 12%
Don't know/refused	1 1%	1 2%	0 0%
No Response	15	11	4
Chi Square		2.24 .327	

TABLE 24: 21. Did you have any doubts or questions about buying a clothes washer designed to be water and energy efficient?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	19 17%	8 14%	11 20%
No/Don't know	92 83%	49 86%	43 80%
Chi Square		0.78 .376	

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TABLE 25: 22. What doubts or questions did you have?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	19	8	11
Ability to get clothes clean	10 53%	6 75%	4 36%
Capacity or load size	2 11%	2 25%	0 0%
Water savings	4 21%	2 25%	2 18%
Energy savings	5 26%	3 38%	2 18%
Front loading vs. top loading	3 16%	1 13%	2 18%
Features available (e.g. cycle options, different water temp)	0 0%	0 0%	0 0%
Look/aesthetics of the machine	0 0%	0 0%	0 0%
Reliability of new technology	2 11%	1 13%	1 9%
Detergent type needed	1 5%	1 13%	0 0%
Time of wash cycle	1 5%	0 0%	1 9%
Whether the price was worth it	2 11%	2 25%	0 0%
Other	0 0%	0 0%	0 0%
Don't know/refused	1 5%	0 0%	1 9%
Whether it would be hard on my clothes	0 0%	0 0%	0 0%
No Response	92	49	43
Chi Square		7.32 .604	

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TABLE 27: 24. Now I have some questions about the WashWise program itself. How did you first find out about the WashWise program and rebate? Please be as specific as possible. (DO NOT READ LIST. USE AS PROMPTS TO GET SPECIFIC REPLIES; RECORD ALL REPLIES.)

	RECORD SAMPLE LIST		
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
From the staff at the store	78 70%	40 70%	38 70%
From flyers at the store	19 17%	17 30%	2 4%
From another person, word of mouth	11 10%	6 11%	5 9%
In a TV News story	3 3%	1 2%	2 4%
In a direct mailing from a hardware or plumbing store	2 2%	1 2%	1 2%
In a direct mailing from a water/elec utility (not bill)	4 4%	1 2%	3 6%
In a bill insert from my water utility	7 6%	4 7%	3 6%
From the utility's web site	2 2%	2 4%	0 0%
In a newspaper article	1 1%	1 2%	0 0%
In a newspaper ad	3 3%	1 2%	2 4%
OTHER SPECIFY	0 0%	0 0%	0 0%
DON'T KNOW/REFUSED	3 3%	3 5%	0 0%
Information on Washer	1 1%	0 0%	1 2%
Brochure	1 1%	0 0%	1 2%
Internet	1 1%	1 2%	0 0%
From this survey	1 1%	0 0%	1 2%
Chi Square		21.57 .088	

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**TABLE 29: To your knowledge, who sponsors WashWise and provided the rebate for your new washer?
(RECORD ALL RESPONSES, MORE THAN ONE IS POSSIBLE)**

Base	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Water Department general	12 11%	4 7%	8 15%
Seattle Public Utilities/ Seattle Water Dept. (specific)	50 45%	34 60%	16 30%
Specific water utility other than Seattle	0 0%	0 0%	0 0%
Seattle City light	17 15%	12 21%	5 9%
Puget Sound Energy	14 13%	1 2%	13 24%
OTHER SPECIFY	0 0%	0 0%	0 0%
DON'T KNOW/REFUSED	17 15%	8 14%	9 17%
Sears	3 3%	3 5%	0 0%
Washington State	3 3%	2 4%	1 2%
Washington energy service	1 1%	0 0%	1 2%
King county	1 1%	0 0%	1 2%
Taxpayers	1 1%	1 2%	0 0%
Woodinville Water Department	1 1%	0 0%	1 2%
Seattle	1 1%	0 0%	1 2%
Renton	1 1%	0 0%	1 2%
Northshore Utility District	1 1%	0 0%	1 2%
Shoreline	1 1%	0 0%	1 2%

TABLE 29: To your knowledge, who sponsors WashWise and provided the rebate for your new washer?
(RECORD ALL RESPONSES, MORE THAN ONE IS POSSIBLE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Chi Square		32.16	.004

TABLE 31: 27. How clear were the program rules and requirements? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very clear	81 73%	42 74%	39 72%
Somewhat clear	20 18%	10 18%	10 19%
Not too clear	2 2%	0 0%	2 4%
Not at all clear	2 2%	2 4%	0 0%
Don't know/refused	6 5%	3 5%	3 6%
Mean	1.29	1.30	1.27
S.D.	0.60	0.66	0.53
Median	1.15	1.14	1.15
Chi Square		4.03	.402

TABLE 32: 28. How about the ease and convenience of participating, including the paperwork involved?
Would you say it was . . .

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very easy	87 78%	45 79%	42 78%
Somewhat easy	18 16%	10 18%	8 15%
Not too easy	4 4%	1 2%	3 6%
Not at all easy	1 1%	1 2%	0 0%
Don't know/refused	1 1%	0 0%	1 2%

Mean	1.26	1.26	1.26
S.D.	0.57	0.58	0.56
Median	1.13	1.13	1.13
Chi Square		3.25	
		.517	

TABLE 33: 29. How helpful was the sales staff at the store in helping you to participate in the program?
Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very helpful	72 65%	40 70%	32 59%
Somewhat helpful	23 21%	11 19%	12 22%
Not too helpful	5 5%	1 2%	4 7%
Not at all helpful	7 6%	2 4%	5 9%
Don't know/refused	4 4%	3 5%	1 2%
Mean	1.50	1.35	1.66
S.D.	0.86	0.70	0.98
Median	1.24	1.17	1.33
Chi Square		4.94	
		.293	

TABLE 34: 30. Did you receive your rebate check in a timely fashion?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	103 93%	53 93%	50 93%
No	8 7%	4 7%	4 7%
Chi Square		0.01	
		.937	

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TABLE 36: 32. How likely would you have been to buy this new washer at the same time without the \$100 WashWise rebate? Would you say you:

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Definitely would have bought new washer at that time	41 37%	26 46%	15 28%
Probably would have bought new washer at that time	36 32%	20 35%	16 30%
Probably would not have bought new washer at that time	9 8%	3 5%	6 11%
Definitely would not have bought new washer at that time	3 3%	2 4%	1 2%
Had already decided to buy it before you heard about rebate	22 20%	6 11%	16 30%
Chi Square		9.20 .056	

TABLE 37: 33. How likely would you have been to buy this washer when you did if the WashWise rebate had been \$50? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very likely	67 60%	36 63%	31 57%
Somewhat likely	30 27%	12 21%	18 33%
Not too likely	11 10%	7 12%	4 7%
Not at all likely	3 3%	2 4%	1 2%
Don't know/refused	0 0%	0 0%	0 0%
Mean	1.55	1.56	1.54
S.D.	0.78	0.85	0.72
Median	1.33	1.29	1.37
Chi Square		2.65 .450	

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TABLE 38: 34. Did participating in WashWise cause you to take any other steps to save water in your household?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
No	79 71%	38 67%	41 76%
Yes	29 26%	17 30%	12 22%
Don't know/refused	3 3%	2 4%	1 2%
Chi Square		1.23 .541	

TABLE 40: 36. Now I have a few questions about your new clothes washer. How satisfied have you been with its performance? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Very satisfied	92 83%	48 84%	44 81%
Somewhat satisfied	14 13%	6 11%	8 15%
Not too satisfied	2 2%	1 2%	1 2%
Not at all satisfied	0 0%	0 0%	0 0%
Don't know/refused	3 3%	2 4%	1 2%
Mean	1.17	1.15	1.19
S.D.	0.42	0.40	0.44
Median	1.09	1.07	1.10
Chi Square		0.71 .870	

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TABLE 42: 38. Do you think your new clothes washer works better than the washer it replaced, works less well, or works about the same?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Works better	90 81%	44 77%	46 85%
Works less well	1 1%	0 0%	1 2%
Works about the same	19 17%	12 21%	7 13%
Don't know/refused	1 1%	1 2%	0 0%
Chi Square		3.28 .350	

TABLE 43: 39. To your knowledge, was your old clothes washer more than 10 years old?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	86	49	37
Yes	64 74%	34 69%	30 81%
No	15 17%	11 22%	4 11%
Don't know/refused	7 8%	4 8%	3 8%
No Response	25	8	17
Chi Square		2.02 .363	

TABLE 44: 40. Based on your water bills, do you think your water use has gone down due to your new washer?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Yes	51 46%	29 51%	22 41%
No	9 8%	4 7%	5 9%
Don't know/refused	51 46%	24 42%	27 50%
Chi Square		1.17 .558	

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TABLE 45: 41. Based on your energy bills, do you think your energy use has gone down due to your new washer?

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Yes	42	26	16	
	38%	46%	30%	
No	16	7	9	
	14%	12%	17%	
Don't know/refused	53	24	29	
	48%	42%	54%	
Chi Square		3.02		
		.220		

TABLE 46: 42. Do you think you wash about the same number of loads, wash more loads, or wash fewer loads than you did with your old clothes washer?

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Wash same number	63	33	30	
	57%	58%	56%	
Wash more loads	18	11	7	
	16%	19%	13%	
Wash fewer loads	27	12	15	
	24%	21%	28%	
Don't know/refused	3	1	2	
	3%	2%	4%	
Chi Square		1.62		
		.655		

TABLE 47: 43. About how many loads of clothes do you wash in a week?

RECORD SAMPLE LIST				
	TOTAL	Seattle Sample	Purveyors Sample	
Base	111	57	54	
Five	19	8	11	
	17%	14%	20%	
Three	17	12	5	
	15%	21%	9%	
Four	15	8	7	
	14%	14%	13%	
Ten or more	15	7	8	
	14%	12%	15%	
Six	14	5	9	
	13%	9%	17%	

Two	10 9%	7 12%	3 6%
Seven	8 7%	4 7%	4 7%
Eight	8 7%	4 7%	4 7%
One	2 2%	1 2%	1 2%
Nine	1 1%	0 0%	1 2%
Don't know/refused	2 2%	1 2%	1 2%
Chi Square		7.16 .711	

TABLE 48: 44. To your knowledge, does your new washer set the water level for you, depending on the size of the load, or do you set it yourself?

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Washer sets water level	91 82%	45 79%	46 85%
User sets water level	16 14%	10 18%	6 11%
Don't know/refused	4 4%	2 4%	2 4%
Chi Square		0.93 .628	

TABLE 49: 45. Before buying this washer, how often did your household wash full loads of clothes? Would you say you...

RECORD SAMPLE LIST			
	TOTAL	Seattle Sample	Purveyors Sample
Base	111	57	54
Always washed full loads	52 47%	27 47%	25 46%
Mostly washed full loads	45 41%	20 35%	25 46%
Sometimes washed full loads	11 10%	8 14%	3 6%
Seldom or never washed full loads	1 1%	0 0%	1 2%
Don't know/refused	2 2%	2 4%	0 0%
Chi Square		5.83 .212	

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TABLE 50: 46. And now that you have this new washer, how often does your household wash full loads of clothes? Would you say...

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Always	58 52%	32 56%	26 48%
Mostly	41 37%	19 33%	22 41%
Sometimes	10 9%	4 7%	6 11%
Seldom or never	0 0%	0 0%	0 0%
Don't know/refused	2 2%	2 4%	0 0%
Mean	1.56	1.49	1.63
S.D.	0.66	0.63	0.68
Median	1.44	1.36	1.55
Chi Square		3.16 .367	

TABLE 51: 47. I have a few final questions to help us interpret our data. How many people regularly live in your household?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
One	11 10%	8 14%	3 6%
Two	39 35%	23 40%	16 30%
Three	23 21%	7 12%	16 30%
Four	26 23%	10 18%	16 30%
Five	7 6%	6 11%	1 2%
Six	3 3%	1 2%	2 4%

Seven or more	1 1%	1 2%	0 0%
Don't know/refused	1 1%	1 2%	0 0%
Chi Square		14.27 .047	

TABLE 52: 48. How is your hot water tank heated -- electricity, natural gas, or some other fuel?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Natural gas	73 66%	31 54%	42 78%
Electricity	33 30%	23 40%	10 19%
Don't know/refused	5 5%	3 5%	2 4%
Chi Square		6.90 .032	

TABLE 53: 49. Does your clothes dryer use natural gas, or it is entirely electric?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Electric	87 78%	46 81%	41 76%
Natural gas	22 20%	9 16%	13 24%
Don't know/refused	2 2%	2 4%	0 0%
Chi Square		2.94 .230	

WASHWISE PARTICIPANT SURVEY (January 25, 2001)

TABLE 54: 50. How would you describe your household's actions to save water? Would you say you've already...? (READ LIST)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Taken a lot of actions to save water	53 48%	32 56%	21 39%
Taken some actions to save water	52 47%	25 44%	27 50%
Taken few actions to save water	6 5%	0 0%	6 11%
Don't know/refused	0 0%	0 0%	0 0%
Chi Square		8.28 .016	

TABLE 55: 51. Please tell me which category best describes your age. Is it...?

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
18 - 24	0 0%	0 0%	0 0%
25 - 34	24 22%	10 18%	14 26%
35 - 54	62 56%	32 56%	30 56%
55 - 64	11 10%	6 11%	5 9%
65+	11 10%	7 12%	4 7%
Don't know/refused	3 3%	2 4%	1 2%
Chi Square		1.89 .755	

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TABLE 56: 52. RECORD RESPONDENT GENDER

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Male	52 47%	25 44%	27 50%
Female	59 53%	32 56%	27 50%
Chi Square		0.42 .517	

TABLE 57: 53. Which of the following broad categories best describes your household income, before taxes, for the year 2001? (READ LIST)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Less than \$25,000	1 1%	1 2%	0 0%
\$25,000 up to \$50,000	13 12%	7 12%	6 11%
\$50,000 up to \$75,000	35 32%	18 32%	17 31%
\$75,000 up to \$100,000	15 14%	7 12%	8 15%
\$100,000 up to \$125,000	8 7%	2 4%	6 11%
\$125,000 and up	18 16%	11 19%	7 13%
Don't know/refused	21 19%	11 19%	10 19%
Chi Square		4.03 .673	

TABLE 63: LENGTH OF INTERVIEW

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	97	48	49
LENGTH IN MINUTES	15.51	10.60	20.31

TABLE 64: 5. Now, could you tell me the three most important reasons you decided to buy this particular clothes washer? Please begin with your most important reason and be as specific as possible. (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Saves water	28 25%	18 32%	10 19%
Saves energy	20 18%	11 19%	9 17%
Front loader	11 10%	4 7%	7 13%
More efficient	10 9%	5 9%	5 9%
Bigger load capacity	9 8%	2 4%	7 13%
Good rating/recommendation	8 7%	2 4%	6 11%
Good price	8 7%	3 5%	5 9%
I needed a new washer	7 6%	4 7%	3 6%
Saves space	5 5%	5 9%	0 0%
I like the features	3 3%	1 2%	2 4%
The rebate	2 2%	2 4%	0 0%
The convenience	2 2%	2 4%	0 0%
Saves detergent	1 1%	1 2%	0 0%
Was on the floor	1 1%	1 2%	0 0%
It's a known brand	1 1%	1 2%	0 0%
I bought all new appliances	1 1%	0 0%	1 2%
I had one before	1 1%	1 2%	0 0%
It looks good	1 1%	0 0%	1 2%

TABLE 64: 5. Now, could you tell me the three most important reasons you decided to buy this particular clothes washer? Please begin with your most important reason and be as specific as possible. (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Chi Square		23.73 .127	

TABLE 65: 5b. And your second most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Saves energy	29 26%	10 18%	19 35%
Saves water	25 23%	12 21%	13 24%
Larger load capacity	9 8%	5 9%	4 7%
Good price	7 6%	4 7%	3 6%
Saves space	5 5%	2 4%	3 6%
It's more efficient	5 5%	4 7%	1 2%
Good rating/recommendation	5 5%	2 4%	3 6%
The rebate	3 3%	2 4%	1 2%
Front loader	3 3%	2 4%	1 2%
It's a known brand	3 3%	2 4%	1 2%
I needed one	3 3%	2 4%	1 2%
It's gentler on clothes	2 2%	2 4%	0 0%
They delivered it	2	2	0

	2%	4%	0%
It's quiet	2 2%	2 4%	0 0%
Saves detergent	1 1%	0 0%	1 2%
The convenience	1 1%	0 0%	1 2%
I like the features	1 1%	0 0%	1 2%
It's part of the deal	1 1%	0 0%	1 2%

TABLE 65: 5b. And your second most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's easy on my back	1 1%	1 2%	0 0%
It looks good	1 1%	0 0%	1 2%
It's dependable	1 1%	0 0%	1 2%
It has it's own heater	1 1%	1 2%	0 0%
It's gas	1 1%	0 0%	1 2%
It agitates like a front loader	1 1%	1 2%	0 0%
It has a stainless steel tub	1 1%	1 2%	0 0%
Don't know/Refused	4 4%	3 5%	1 2%
Chi Square		24.59 .485	

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TABLE 66: 5c. And your third most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's more efficient	18 16%	9 16%	9 17%
Saves Water	16 14%	8 14%	8 15%
Saves energy	10 9%	5 9%	5 9%
Good price	8 7%	3 5%	5 9%
Larger load capacity	7 6%	2 4%	5 9%
I needed one	6 5%	4 7%	2 4%
The rebate	5 5%	3 5%	2 4%
Front loader	4 4%	1 2%	3 6%
It's a known brand	4 4%	1 2%	3 6%
Saves detergent	3 3%	2 4%	1 2%
Saves space	3 3%	3 5%	0 0%
Good rating/recommendation	3 3%	1 2%	2 4%
It looks good	3 3%	2 4%	1 2%
The convenience	2 2%	2 4%	0 0%
I like the features	2 2%	0 0%	2 4%
I had one before	2 2%	2 4%	0 0%
It's quiet	2 2%	0 0%	2 4%
It's dependable	2 2%	0 0%	2 4%

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TABLE 66: 5c. And your third most important reason? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It's gentler on clothes	1 1%	0 0%	1 2%
The salesman	1 1%	1 2%	0 0%
I use it for commercial purposes	1 1%	1 2%	0 0%
Don't know/Refused	17 15%	11 19%	6 11%
Chi Square		23.10 .339	

TABLE 67: 35. Can you suggest any improvements you would like to see made to the WashWise program? (CODED RESPONSES)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
Nothing	52 47%	27 47%	25 46%
More advertising	29 26%	16 28%	13 24%
Give a bigger rebate	5 5%	2 4%	3 6%
Educate people better about the program	5 5%	1 2%	4 7%
Send the rebate faster	4 4%	1 2%	3 6%
Provide better service	3 3%	1 2%	2 4%
Educate the retailers better about the paperwork	2 2%	0 0%	2 4%
Extend the program to cover other appliances	2 2%	2 4%	0 0%
Cover more washers under the	2	2	0

program	2%	4%	0%
Promote environmentally friendly detergents	1 1%	0 0%	1 2%
Don't require anything to be mailed	1 1%	1 2%	0 0%
Extend the time	1 1%	1 2%	0 0%
Provide information about other conservation programs	1 1%	1 2%	0 0%
Don't know/Refused	5 5%	2 4%	3 6%
Chi Square		13.91 .380	

TABLE 68: 39. What did you do? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	29	17	12
Installed low flow shower heads	9 31%	6 35%	3 25%
Watered the lawn/garden less	6 21%	3 18%	3 25%
Put in a water saving toilet	5 17%	3 18%	2 17%
Put in water saving faucets	5 17%	3 18%	2 17%
Washed dishes/clothes during off-peak hours	3 10%	1 6%	2 17%
Always turned off the water when not using it	3 10%	3 18%	0 0%
Got a water/energy saving dishwasher	3 10%	2 12%	1 8%
Took shorter showers	2 7%	0 0%	2 17%
Washed full loads of dishes/clothes	2 7%	1 6%	1 8%
Watered the lawn/garden using the drip method	2 7%	1 6%	1 8%
Used less electricity	1 3%	1 6%	0 0%
Got an energy efficient refrigerator	1 3%	1 6%	0 0%

Put in a wood stove	1 3%	1 6%	0 0%
Put something in the toilet so it took less to fill the tank	1 3%	0 0%	1 8%
Got water saving appliances	1 3%	0 0%	1 8%
Used less water	1 3%	1 6%	0 0%
Got a new water main	1 3%	0 0%	1 8%
Don't know/Refused	1 3%	1 6%	0 0%
No Response	82	40	42

TABLE 68: 39. What did you do? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	29	17	12
Chi Square		14.13 .658	

TABLE 69: 41. Why do you say? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It gets clothes cleaner	42 38%	25 44%	17 31%
It saves water/power	32 29%	20 35%	12 22%
It works well	29 26%	16 28%	13 24%
It saves time	18 16%	8 14%	10 19%
It's quieter	14 13%	9 16%	5 9%
It performs as expected	10 9%	4 7%	6 11%

Spins better, so it gets clothes dryer	10 9%	4 7%	6 11%
It has more features	8 7%	3 5%	5 9%
It uses less detergent	6 5%	3 5%	3 6%
Has a larger load capacity	4 4%	2 4%	2 4%
It's gentler on clothes	4 4%	0 0%	4 7%
It's stackable	3 3%	1 2%	2 4%
I don't like the way it washes	3 3%	1 2%	2 4%
It's easy to use	3 3%	2 4%	1 2%
It doesn't perform as expected	2 2%	1 2%	1 2%
I like the ergonomics of it	2 2%	2 4%	0 0%
Front loader	2 2%	2 4%	0 0%
It has a smaller capacity	2 2%	2 4%	0 0%

TABLE 69: 41. Why do you say? (CODED RESPONSE)

	TOTAL	RECORD SAMPLE LIST	
		Seattle Sample	Purveyors Sample
Base	111	57	54
It breaks down easily	2 2%	0 0%	2 4%
It uses too little water, so clothes don't soak right	1 1%	0 0%	1 2%
It beeps when it's done	1 1%	0 0%	1 2%
There's no difference	1 1%	0 0%	1 2%
Don't know/Refused	6 5%	3 5%	3 6%
Chi Square		21.97 .462	

Program Staff Process Interview: 2001 1% Program

Program(s): _____

Interviewees: _____

Date: _____

Key questions to discuss include:

- ❖ Could you start by giving me some background about (program)?
 1. Description of program(s)
 2. w long has it been operating?
 3. How many customers has it served so far? In 2001?
 4. How has it changed over time?
 5. What documentation might be useful for me to have to understand the program?
- ❖ What's the current climate within SPU for operating this program?
- ❖ Can you describe to me how the program is marketed? (e.g., methods, target groups etc) Specifically – how to projects get generated?
- ❖ What steps do customers take to participate in the program?
- ❖ Now let's talk about how you assess the success of the program. What are the indicators you used in 2001 to gauge the success of WST?
- ❖ For 2001, how well did the program performance meet each of these indicators?
- ❖ What barriers or problems surfaced during 2001?
- ❖ What are the strengths of the program?
- ❖ What would you like to see changed or improved about the program? How would you make the improvements? Where is the program going from here?
- ❖ What resources do you need to improve the program?
- ❖ What are the key lessons to remember from the 2001 program experience?
- ❖ Who else should I talk with?